



# A PPC SUCCESS STORY

**INDUSTRY:**

WATER FILTRATION SYSTEMS

(COMMERCIAL & RESIDENTIAL)

**GEO-TARGETING:**

CONTIGUOUS 48 UNITED STATES

# PERFORMANCE HIGHLIGHTS

## MEANINGFUL METRICS

- ✓ This account is technically eCommerce, as you can check out through a cart. However, it also has a big lead generation component, as products are extremely complex and many customers call with questions, and then end up ordering over the phone.
- ✓ Therefore, many orders will never be captured by or reflected in the PPC account, and PPC conversions will be under-reported.
- ✓ As a result, contrary to many eCommerce accounts, conversion tracking is not an accurate measure of PPC success for this particular case.

## BEFORE OUR MANAGEMENT\*

CTR  
0.79%

## SEVEN MONTHS LATER, UNDER OUR MANAGEMENT

CTR  
2.10%

## PROVEN RESULTS

- ✓ Instead, we evaluated clickthrough rate (CTR), which is relatively unaffected by those variables that skew conversion totals and conversion rates, as previously described.
- ✓ CTR is not our preferred metric of choice; however, due to the specific circumstances with this client as previously described, it was the most appropriate available metric that reflected the client's goal for the campaign.
- ✓ **CTR nearly tripled within seven months** of taking over account management.
- ✓ Our management began in March, 2015, and thereafter, **CTR consistently outperformed what was achieved prior to our management.**

# PERFORMANCE DATA

MONTH:	CTR:
February*	0.79%
March	1.22%
April	1.44%
May	1.45%
June	1.57%
July	2.03%
August	1.87%
September	2.10%
*before our management	

**"You guys did a great job and I especially appreciated how you genuinely cared about our account and kept a close eye on it..."**