



ANOTHER PPC SUCCESS STORY

GENERAL DENTISTRY

GEO-TARGETING: LOUISIANA

HIGHLIGHTS

FIRST MONTH LIVE

- Launched with a high search **CTR of 3.7%**.
- Initial **9% conversion rate** which is above the average lead generation conversion rate of 6-10%.
- Initial cost per lead of **\$107.36**

RESULTS:

\$35
Cost per Lead

MOST RECENT MONTH LIVE

- Achieved a **16% conversion rate**.
- Current **cost per lead is \$35**, a **75% improvement** over our initial launch.
- **Decreased average search CPC by \$3** and maintained a high average position over 6 months.
- Search **CTR improved to 5.82%**.

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

PERFORMANCE DATA

METRIC	FIRST 30 DAYS	RECENT 30 DAYS	CHANGE
Clicks	77	132	71%
Impressions	3,289	24,275	638%
Clickthrough Rate	2.34%	0.54%	-77%
Clickthrough Rate (Search)	3.71%	5.82%	57%
Average Cost Per Click	9.61	5.18	-46%
Ad Spend	739.68	683.44	-8%
Conversions	7	21	200%
Conversion Rate	9.10%	15.90%	75%
Cost Per Conversion	105.67	32.54	-69%

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COMMENTS



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