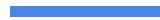




ANOTHER RETARGETING SUCCESS STORY

# [FENCING CONTRACTOR]

GEO-TARGETING: [WI]



# HIGHLIGHTS

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## TALKING POINTS

- Retargeting contributes 12% of conversions
- Cost per conversion is 23% of regular campaigns
- Search campaigns included branded search which weakens the comparison
- Campaign running for 1 year now.
- Monthly budget \$1k

CLIENT GOAL:

**\$30**  
CPL

OUR RESULTS:

**\$4.50**  
**Retargeting**  
**CPA**

RESULTS

**Average CPA is**  
**\$20.81**  
**across the**  
**account as a**  
**whole**

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.

# PERFORMANCE DATA

NETWORK PERFORMANCE COMPARED TO PREVIOUS MONTH							04/01/2019 - 04/30/2019	
Network	Data Source	Imprs.	Clicks	CTR	CPC	Total Convs.	Total Conv. Rate	Cost / Tot. Conv.
Display Network	Google Adwords	<b>10,733</b> ▲ 162.42%	<b>38</b> ▲ 137.50%	<b>0.35%</b> ▼ -9.50%	<b>\$0.71</b> ▲ \$0.28	<b>6.00</b> ● 0.00%	<b>15.79%</b> ▼ -57.89%	<b>\$4.50</b> ▲ 295.47%
Search Network	Google Adwords	<b>2,419</b> ▲ 50.72%	<b>151</b> ▲ 17.05%	<b>6.24%</b> ▼ -22.33%	<b>\$6.99</b> ▼ \$-0.89	<b>53.00</b> ▼ -15.87%	<b>35.10%</b> ▼ -28.13%	<b>\$19.91</b> ▲ 23.44%

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.

# AD EXAMPLES

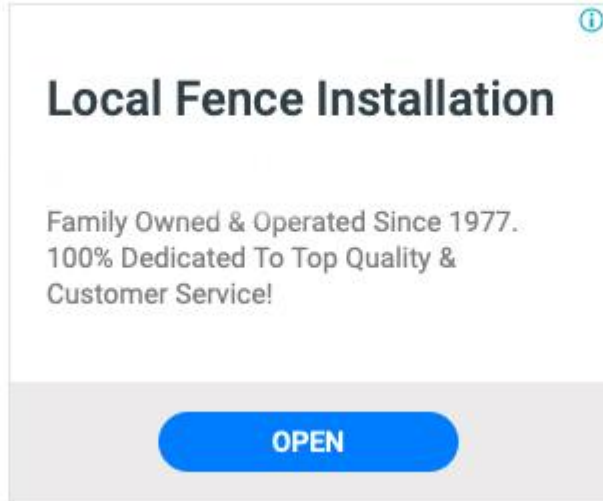


Example of your image ad at 300x250



The image ad features a photograph of a wooden fence. Below the image is a brown banner with the text "Local Fence Installation". Underneath the banner, the text reads "Family Owned & Operated Since 1977. 100% Dedicated To Top Quality & Customer Service!". A circular button with a white right-pointing arrow is located at the bottom right of the ad.

Example of your text ad at 300x250



The text ad has a white background with a blue "OPEN" button at the bottom. The text reads "Local Fence Installation" in bold, followed by "Family Owned & Operated Since 1977. 100% Dedicated To Top Quality & Customer Service!".

Example of your native ad at 300x250



The native ad features a photograph of a wooden fence. Below the image, the text reads "Offering Industry Best Warranty & 5 Yr Guarantee. Call for Free Estimate." and "Visit Site >".

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.