



ANOTHER RETARGETING SUCCESS STORY

**[STORAGE]**

GEO-TARGETING: [SOCAL]



# HIGHLIGHTS

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## TALKING POINTS

- New campaign with a small \$1k monthly budget
- Self-storage facility, family owned business
- Retargeting clicks are costing \$0.30 compared to over \$12 for search ad clicks

CLIENT GOAL:

**\$120**  
CPL

RESULTS

OUR RESULTS:

**\$7.45**  
Retargeting  
CPA

Average CPA is  
**\$125**  
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

Campaign	Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Phone Convs.	Total Convs.	Est. Total Convs.	Conv. Rate	Avg. CPA
● <a href="#">[Google] A_N_SRCH_Search</a>	860	57	6.63%	\$704.93	\$12.37	1.79	6	0	6	6	10.53%	\$117.49
● <a href="#">[Google] A_N_RMKT_BE_Remarketing</a>	6,371	49	0.77%	\$14.91	\$0.30	1.01	1	1	2	2	4.08%	\$7.45
● <a href="#">[Google] A_T_SRCH_Storage</a>	537	22	4.10%	\$281.09	\$12.78	1.38	0	0	0	0	0.00%	n/a
Total - Search	1,397	79	5.65%	\$986.02	\$12.48	n/a	6	n/a	6	6	7.59%	\$164.34

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# AD EXAMPLES



Text

**Still Need A Container?**

American Storage

Get 5% Off Cargo Containers For 1st Three Months - Call Us Now!

[CONTACT US](#)

Native



**Get 5% Off Cargo Containers For 1st Three Months - Call Us Now**

American Storage [Contact Us >](#)

Image



**Still Need A Container?**

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[>](#)

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