



ANOTHER PPC SUCCESS STORY

URGENT CARE FACILITY

GEO-TARGETING: PALM BEACH COUNTY AND
BROWARD COUNTY, FL

HIGHLIGHTS

TALKING POINTS

- The account's monthly CPA average is approximately \$30.
- Keyword average CPC's were initially up near \$7 and our strategies helped to bring the metric down to a low of \$4.13.
- The campaign CTR started off at a low 1.25% and while under IPPC management has climbed to 2.33%.
- We are averaging a total of 37 Conversions per month.

- Conversion Rate has consistently been over 10% for which the end client was appreciative and submitted an increase in the monthly budget.

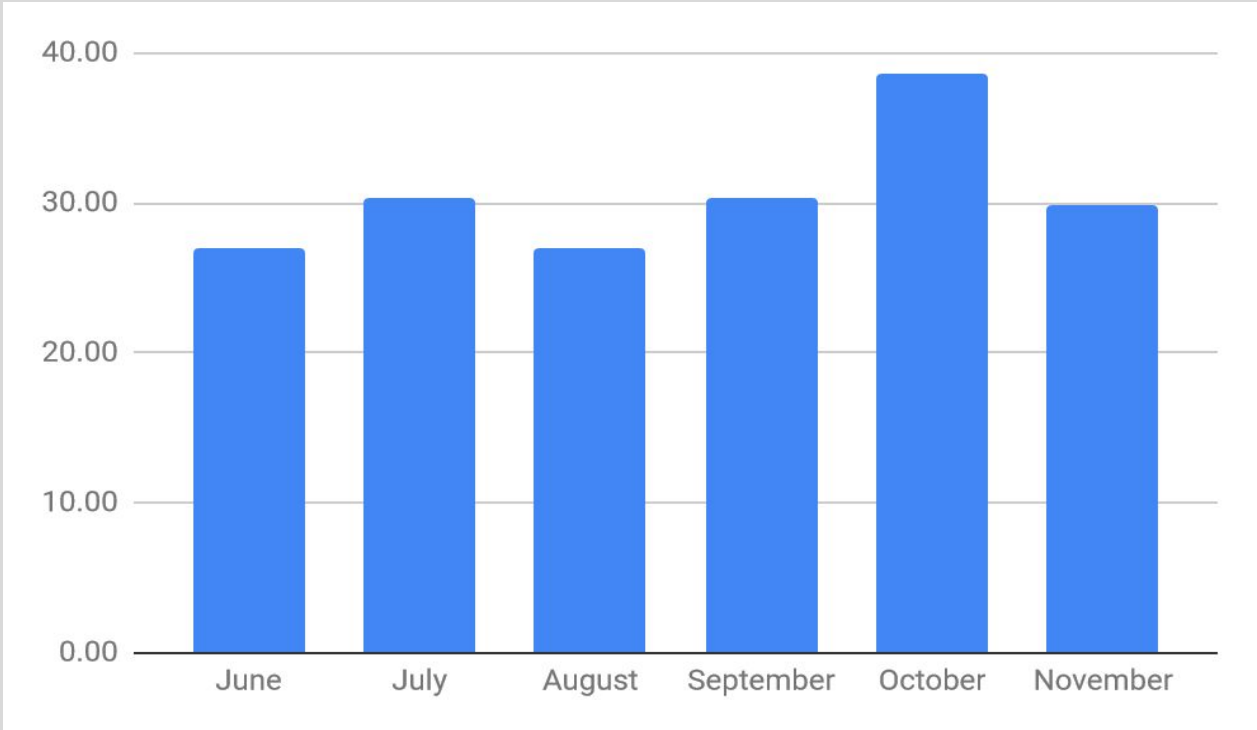
CLIENT GOAL:
33 CPA

OUR RESULTS:
27.02
CPA
1st month

RESULTS

**Average CPA is
30.52
for 6 months.**

PERFORMANCE DATA



GOAL: 33 CPA	
MONTH:	CPA
June	27.02
July	30.30
August	27.04
September	30.32
October	38.67
November	29.78

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.

COMMENTS



Our agency partner comments "It's easy to work with you."