



ANOTHER PPC SUCCESS STORY

# AUTO REPAIR - GLASS

GEO-TARGETING: SOUTH FLORIDA

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# HIGHLIGHTS

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## METRICS

### FIRST 30 DAYS

- Launched with a high **CTR of 4.87%**.
- Initial **18% conversion rate** which is well above the average lead generation conversion rate of 10%.

## RESULTS

**66%**  
**Conversion**  
**Rate**

### MOST RECENT 30 DAYS

Maintained average CPC and position **over 6 months.**

Current cost per lead is **\$7.57, a 69% improvement** over our initial launch.

# PERFORMANCE DATA

METRIC	FIRST 30 DAYS	RECENT 30 DAYS	CHANGE
Clicks	117	121	3%
Impressions	2,404	2,291	-5%
Click Through Rate	4.9%	5.3%	9%
Average Cost Per Click	4.60	5.00	9%
Ad Spend	538.49	604.71	12%
Conversions	22	80	264%
Conversion Rate	18.8%	66.1%	252%
Cost Per Conversion	24.48	7.56	-69%

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

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