



ANOTHER PPC SUCCESS STORY

PLUMBING

GEO-TARGETING: BRONX, NY



HIGHLIGHTS

FIRST 30 DAYS

- Account was live prior to our management but no tracking was in place.
- Upon our management and optimizations, we earned an above average lead generation **conversion rate of 12%**.
- Traffic was slow, especially for the first month, as it is for all new advertisers. We achieved a **lower than average CPC** for this industry.

RESULTS:

24%
Conversion
Rate

MOST RECENT 30 DAYS

- Increased our conversion rate by 92%, resulting in a **24% conversion rate**.
- Further improved **total leads by 40%** from our first month of management.
- Decreased cost per lead by an **additional 31%**.

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	211	154	-27%
Impressions	18,006	15,197	-16%
Clickthrough Rate	1.2%	1.0%	-14%
Average Cost Per Click	5.05	6.71	33%
Ad Spend	1,064.94	1,033.25	-3%
Conversions	27	38	41%
Conversion Rate	12.8%	24.7%	93%
Cost Per Conversion	39.44	27.19	-31%

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COMMENTS



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