



ANOTHER RETARGETING SUCCESS STORY

[ELDER CARE]

GEO-TARGETING: [UK]

HIGHLIGHTS

TALKING POINTS

- Client cannot advertise on Google
- Use 3rd party ad networks including Facebook and display
- Results include video and banner ads
- 13% of all leads from PPC at only 7% of the total account spend

CLIENT GOAL:

£75
CPL

RESULTS

OUR RESULTS:

£19.81
Retargeting
CPA

Average CPA is
£52.80
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

▼ Name	Module	Optimization Strategy	Budget	Spend	Impressions	Clicks	CTR	Conversions
▼ 3 Total			£74.29	£1,822.12	559,902	2,232	0.40%	92.0
FB Non-opt-ins Facebook Retargeting	/2016 - Ongoing	Clicks	£30.00 Daily	£907.44	25,970	1,034	4.0%	34.0
Website Non-Converters Mar - Ongoing Web Retargeting	/2016 - Ongoing	Conversions	£30.00 Daily	£914.68	533,932	1,198	0.22%	58.0

Account average CPA (ex branded) = £52.80

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COMMENTS



“The retargeting campaign we have been running for over 2 years now continues to be a strong provider of low-cost, high quality leads that would otherwise most likely have been lost to us.”

Business owner

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