



ANOTHER RETARGETING SUCCESS STORY

[MOLD & WATER DAMAGE]

GEO-TARGETING: [LOUISIANA]

HIGHLIGHTS

TALKING POINTS

- Franchise business
- Uses franchise website so conversion tracking not available
- Highly competitive niche, expensive CPC's
- Only \$1k monthly budget

CLIENT GOAL:

Max
visits

RESULTS

OUR RESULTS:

\$0.51

Retargeting
CPC

Average CPC is
\$30.96
for search
campaigns

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.
● [Google] A_N_RMKT_BE_Remarketing	208,426	354	0.17%	\$180.41	\$0.51	1.01
● [Google] A_N_SRCH_Mold	644	14	2.17%	\$403.43	\$28.82	1.21
● [Google] A_N_SRCH_Brand	315	11	3.49%	\$380.57	\$34.60	1.39
● [Google] A_N_SRCH_Water Damage	296	2	0.68%	\$38.06	\$19.03	1.15
● [Google] A_N_SRCH_Pipes/Water Heater	114	1	0.88%	\$44.82	\$44.82	1.06
Total - Search	1,369	28	2.05%	\$866.88	\$30.96	n/a
Total - Display Network	208,426	354	0.17%	\$180.41	\$0.51	n/a
Total - All Campaigns	209,795	382	0.18%	\$1,047.29	\$2.74	1.01

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AD EXAMPLE



Trusted Water Damage Repair Company.
Call [redacted] Today.

[\[redacted\]](#)

Get Quote >

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