



ANOTHER RETARGETING SUCCESS STORY

# [ROOFING INSTALL]

GEO-TARGETING: [FLORIDA]

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# HIGHLIGHTS

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## TALKING POINTS

- Retargeting accounts for almost  $\frac{1}{3}$  of all conversions
- Average retargeting CPC is \$0.33 compared to \$8.20 on search
- Established account
- Only has \$1k monthly budget for total account, retargeting spends \$150.

CLIENT GOAL:

**\$90**  
CPL

RESULTS

OUR RESULTS:

**\$29**  
Retargeting  
CPA

**Average CPA is  
\$63  
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


Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Est. Total Convs.	Conv. Rate	Avg. CPA
80,482	1,107	1.38%	\$292.77	\$0.26	1.01	7	7	0.63%	\$41.82
17,210	450	2.61%	\$147.78	\$0.33	1.01	5	5	1.11%	\$29.56
2,298	52	2.26%	\$342.32	\$6.58	3.54	3	3	5.77%	\$114.11
485	13	2.68%	\$157.81	\$12.14	1.84	1	1	7.69%	\$157.81
475	2	0.42%	\$32.40	\$16.20	1.82	0	0	0.00%	n/a

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# AD EXAMPLES

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