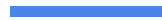




ANOTHER RETARGETING SUCCESS STORY

[STORAGE]

GEO-TARGETING: [SOCAL]



HIGHLIGHTS

TALKING POINTS

- New campaign with a small \$1k monthly budget
- Self-storage facility, family owned business
- Retargeting clicks are costing \$0.30 compared to over \$12 for search ad clicks

CLIENT GOAL:

\$120
CPL

RESULTS

OUR RESULTS:

\$7.45
Retargeting
CPA

Average CPA is
\$125
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

Campaign	Impr.	Clicks	CTR	Cost	Avg. CPC	Avg. Pos.	Web Convs.	Phone Convs.	Total Convs.	Est. Total Convs.	Conv. Rate	Avg. CPA
● [Google] A_N_SRCH_Search	860	57	6.63%	\$704.93	\$12.37	1.79	6	0	6	6	10.53%	\$117.49
● [Google] A_N_RMKT_BE_Remarketing	6,371	49	0.77%	\$14.91	\$0.30	1.01	1	1	2	2	4.08%	\$7.45
● [Google] A_T_SRCH_Storage	537	22	4.10%	\$281.09	\$12.78	1.38	0	0	0	0	0.00%	n/a
Total - Search	1,397	79	5.65%	\$986.02	\$12.48	n/a	6	n/a	6	6	7.59%	\$164.34

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.

AD EXAMPLES



Text

Still Need A Container?

American Storage

Get 5% Off Cargo Containers For 1st Three Months - Call Us Now!

[CONTACT US](#)

Native



Get 5% Off Cargo Containers For 1st Three Months - Call Us Now

American Storage [Contact Us >](#)

Image



Still Need A Container?

Get 5% Off Cargo Containers For 1st Three Months - Call Us Now!

[>](#)

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.