

Google Ads

# GOOGLE ADS

CASE STUDIES

We get cost-effective orders from our AdWords  
spend every day and the number of orders  
continues to grow, **increasing at 15% a year**  
— Wiggly Wigglers

# Steps to Reach The Top

Timeline of your marketing campaign

## First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

## Second Step

Tracking code setup and implementation so we can track conversions on your campaign.

## Third Step

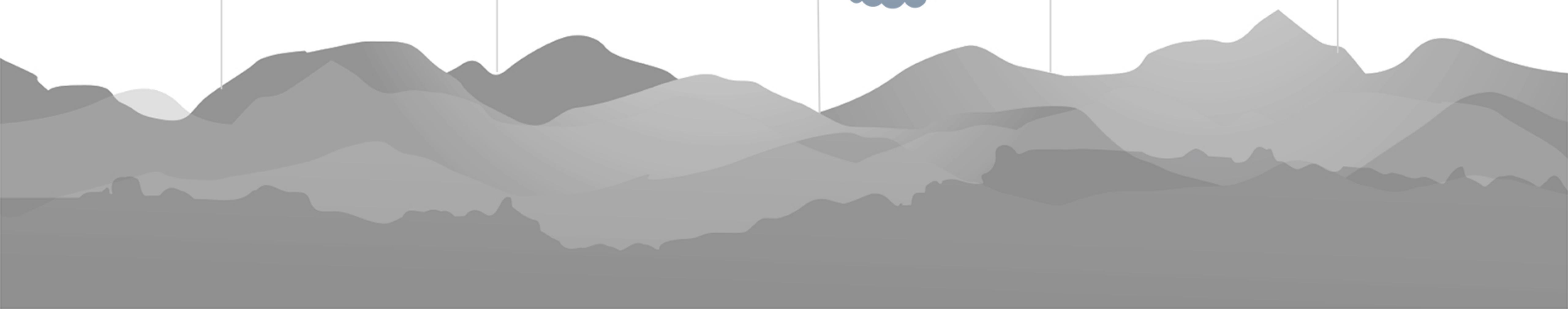
Next, we select keywords, write compelling ad copy, select valuable ad extensions, and build a campaign structure.

## Fourth Step

It's go time. Now that you have reviewed the PPC campaigns, it's time to enable them.

## Fifth Step

A team of certified AdWords/Bing experts will optimize your account to gradually improve performance and ROI.



# Problem

The customer wanted to generate more leads for his local air condition business. He was not getting enough business to keep his team busy all day. He was used to paying around \$200 per lead using Yelp and Yellow Pages advertising.

# Solution

We decided to run a Google Ads campaign to target people looking for air condition service and repair searches in the local area. We were able to get him better qualified leads for \$69 per lead. We also focused on high end keywords that would produce the best ROI.

## Key Metrics

# 140%





savings on lead cost

# \$69

cost per lead

# 41%

conversion rate

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup> ↓	Avg. Pos. <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>	Search Impr. share <sup>?</sup>	Search Lost IS (budget) <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	 AC Service/Repair (Optimized)	\$352.25/day <input checked="" type="checkbox"/>	Limited by budget <sup>?</sup> 	603	21,363	2.82%	\$26.80	\$16,163.06	1.7	227.00	\$71.20	37.65%	60.93%	29.11%
<input type="checkbox"/>	<input checked="" type="radio"/>	 Call Only Ads (Optimized)	\$404.31/day <input checked="" type="checkbox"/>	Limited by budget <sup>?</sup> 	219	21,470	1.02%	\$33.25	\$7,282.15	1.6	112.00	\$65.02	51.14%	61.23%	25.43%
		<b>Total - all enabled campaigns</b>			<b>822</b>	<b>42,833</b>	<b>1.92%</b>	<b>\$28.52</b>	<b>\$23,445.21</b>	<b>1.7</b>	<b>339.00</b>	<b>\$69.16</b>	<b>41.24%</b>	<b>61.08%</b>	<b>27.27%</b>

# Problem

The customer wanted to generate more leads for her local dog training and daycare business. She was only generating leads from local referrals and networking events. She was struggling because she didn't have a steady stream of new leads coming in on a daily basis.

# Solution

We decided to run a Google Ads campaign to target people looking for dog training and daycare searches in the local area. We were able to get her a steady stream of qualified leads for \$43 per lead. We also focused on high end keywords that would produce the best ROI.

## Key Metrics

# 3.14%

click through rate

# \$43

cost per lead

# 15%

conversion rate

<input type="checkbox"/>	<input type="checkbox"/> ↓	Campaign	Budget ?	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	Search Impr. share ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dog Trainer	\$61.43/day <input checked="" type="checkbox"/>	Limited by budget <input type="checkbox"/>	5,983	210,132	2.85%	\$7.45	\$44,593.56	1.3	888.00	\$50.22	14.84%	64.14%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dog Boarding/Daycare	\$55.91/day <input checked="" type="checkbox"/>	Limited by budget <input type="checkbox"/>	1,401	45,933	3.05%	\$5.20	\$7,283.25	2.0	131.00	\$55.60	9.35%	33.01%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dog Trainer - New	\$303.84/day <input checked="" type="checkbox"/>	Eligible	1,426	24,546	5.81%	\$3.83	\$5,461.94	1.7	134.00	\$40.76	9.40%	61.71%
<b>Total - all enabled campaigns</b>					<b>8,810</b>	<b>280,611</b>	<b>3.14%</b>	<b>\$6.51</b>	<b>\$57,338.75</b>	<b>1.4</b>	<b>1,153.00</b>	<b>\$49.73</b>	<b>13.09%</b>	<b>57.05%</b>

# Problem

The customer wanted to generate more leads for their international moving business. They ran an ads campaign in the past and were generating leads for \$450 per lead. Even though this lead cost was profitable for them, it was still way too high.

# Solution

We decided to re-create a new Google Ads campaign to target people looking for a moving company to Hawaii, from the USA. We were able to get her a them qualified leads for \$78 per lead. We also focused on high end keywords that would produce the best ROI.

## Key Metrics

**2.39%**


click through rate

**\$78**

cost per lead

**20%**

conversion rate

<input type="checkbox"/>	<input type="radio"/>	Campaign <sup>↑</sup>	Budget <sup>?</sup>	Status <sup>?</sup>	Campaign type <sup>?</sup>	Campaign subtype	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>	Avg. Pos. <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>	All conv. <sup>?</sup>	View-through conv. <sup>?</sup>	Labels <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search - Moving	\$83.16/day <input checked="" type="checkbox"/>	Eligible	Search Network only	All features	53	2,213	2.39%	\$16.22	\$859.91	1.3	11.00	\$78.17	20.75%	11.00	0	--
Total - Search			\$83.16/day				53	2,213	2.39%	\$16.22	\$859.91	1.3	11.00	\$78.17	20.75%	11.00	0	

# Problem

The customer never did any digital advertising. They were a referral-based company for over 20 years. Once they expanded, they realized they didn't have enough business to sustain their new overhead.

# Solution

We decided to create a new Google Ads campaign to target people looking for local catering company or wedding venue. We were able to get her a them qualified leads for \$44 per lead. We also focused on high end keywords that would produce the best ROI.

## Key Metrics

# 1.42%





click through rate

# \$44

cost per lead

# 15%

conversion rate

<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>	Cost <sup>?</sup> ↓	Avg. CPC <sup>?</sup>	Avg. Pos. <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>	Search Impr. share <sup>?</sup>	Search Lost IS (rank) <sup>?</sup>	Search Lost IS (budget) <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Search / Catering	\$68.48/day <input checked="" type="checkbox"/>	Limited by budget <sup>?</sup> 	4,088	126	3.08%	\$851.69	\$6.76	2.2	19.00	\$44.09	15.32%	15.05%	25.66%	59.29%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Remarketing	\$1.46/day <input checked="" type="checkbox"/>	Limited by budget <sup>?</sup> 	20,079	217	1.08%	\$78.72	\$0.36	1.1	3.00	\$26.24	1.38%	--	--	--
		Total - all enabled campaigns			24,167	343	1.42%	\$930.41	\$2.71	1.3	22.00	\$41.66	6.45%	15.05%	25.66%	59.29%
		Total - all campaigns	\$69.94/day		24,167	343	1.42%	\$930.41	\$2.71	1.3	22.00	\$41.66	6.45%	15.05%	25.66%	59.29%
		Total - Search			4,088	126	3.08%	\$851.69	\$6.76	2.2	19.00	\$44.09	15.32%	15.05%	25.66%	59.29%
		Total - Display			20,079	217	1.08%	\$78.72	\$0.36	1.1	3.00	\$26.24	1.38%	--	--	--

A blurred background image of a business meeting. A laptop is open on the left, displaying a bar chart. In the center, a person in a light blue shirt is holding a pen over a document. Another person's hand is visible on the right, also near the document. The overall scene is dimly lit, with a dark overlay.

**GET IN TOUCH**