

UNLOCK YOUR GOOGLE ADS POTENTIAL

BLUE FOX
ADVERTISING

Legal - Family - Divorce Case Study

GEO-TARGETING: Boca Raton FL





CLIENT GOALS

\$55-150



HOW WE HELPED

By targeting highly-relevant keywords in tightly targeted ad groups we were able to appropriately bid and optimize for performance. Pairing that with a device performance focus we have continued to drive quality conversions month after month.

Our PPC strategy has seen some fantastic results within key metrics.

QUICK STATS



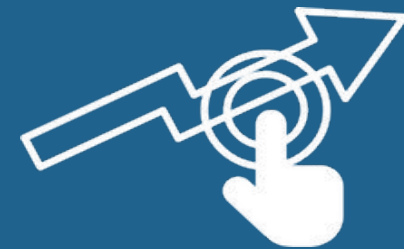
IMPRESSIONS

11,488



CLICKS

356



CONV RATE

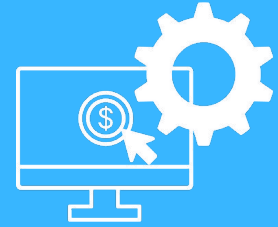
24.44%



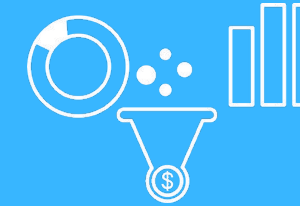
CONVERSIONS

87

RESULTS



\$67.13
CPA



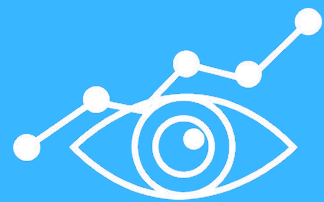
87
NO. OF CONVERSIONS



\$16.41
CPC



24.44%
CONVERSION RATE



25.91%
IMPRESSION SHARE



78%
MOBILE % OF TOTAL CONV



7
QUALITY SCORE



95%
PHONE CONV %



69%
% TOP IMPR SHARE



3.10%
CTR

CAMPAIGN REVIEW

With limited ad spend we focused the available budget on the best converting devices, keywords, etc. We have continued to increase conversions month over month with continued quality.

GLOSSARY



CPA - CPA WILL GIVE YOU AN ESTIMATE OF HOW MUCH YOUR NEW CUSTOMERS ARE COSTING YOU AND HELP YOU DETERMINE WHETHER YOUR STRATEGY NEEDS TO BE REVISED. UNLIKE THE CONVERSION RATE, WHICH IS AN INDICATOR OF SUCCESS, COST PER ACQUISITION IS A FINANCIAL METRIC USED TO MEASURE THE REVENUE IMPACT OF A MARKETING CAMPAIGN.



CPC - CPC IS THE MOST IMPORTANT FACTOR THAT DECIDES THE EARNINGS OF THE PUBLISHERS. AS FAR AS WE HAVE ANALYZED CPC DEPENDS ON THREE SIMPLE FACTORS – COUNTRY, KEYWORDS AND QUALITY/AGE OF THE SITE. IMPRESSION SHARE -



IMPRESSION SHARE - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.



QUALITY SCORE - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT IS USED TO DETERMINE YOUR COST PER CLICK (CPC) AND MULTIPLIED BY YOUR MAXIMUM BID TO DETERMINE YOUR AD RANK IN THE AD AUCTION PROCESS. YOUR QUALITY SCORE DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- YOUR CLICK-THROUGH RATE (CTR).
- THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP.
- LANDING PAGE QUALITY AND RELEVANCE.
- THE RELEVANCE OF YOUR AD TEXT.
- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE.



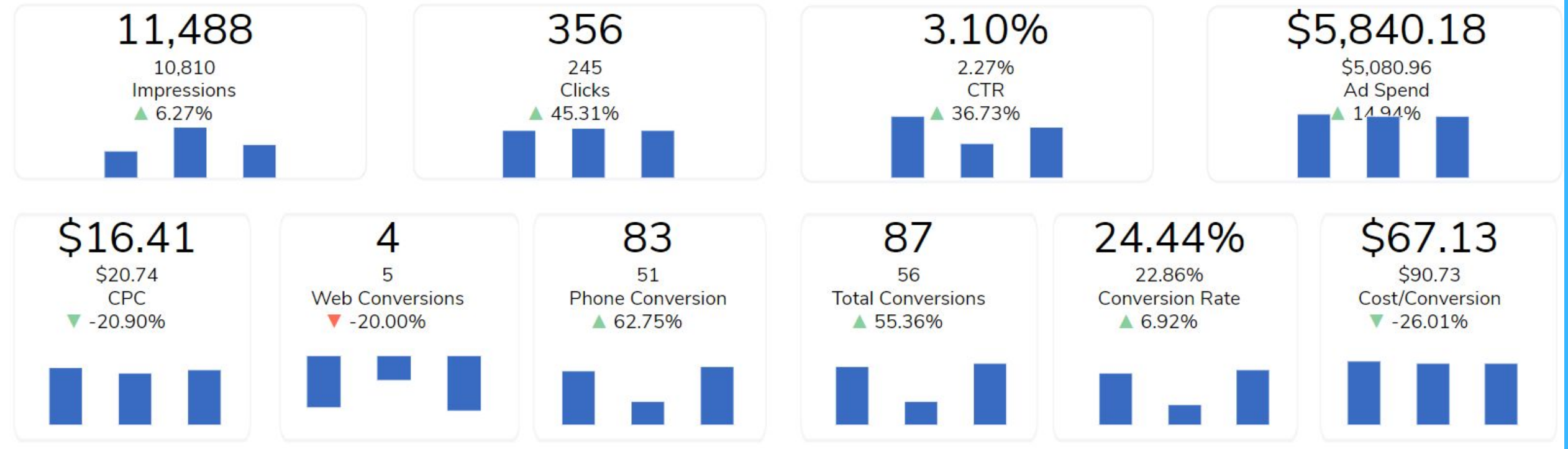
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



NUMBER OF CONVERSIONS - UNDERSTANDING WHAT PERCENTAGE OF YOUR USERS ARE COMPLETING THE GOALS THAT DRIVE YOUR BUSINESS ALLOWS YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING YOUR CONVERSION RATE ALSO ALLOWS YOU TO GET MORE SALES WITH THE SAME AMOUNT OF TRAFFIC.

SOCIAL PROOF

Account Summary



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE

Legal - Family - Divorce

MINIMUM BUDGET

\$1,000

ESTIMATE CPA RANGE

\$55-150

EST LEADS FOR MIN BUDGET

7-18

REMARKETING ELIGIBLE

No

RECOMMENDED OFFER

No Win-No Fee, Free Case
Evaluation

WHAT YOU NEED TO KNOW

Receptionists May Need Trained in
Lead Handling

**LET US DO THE
SAME FOR YOU**

