

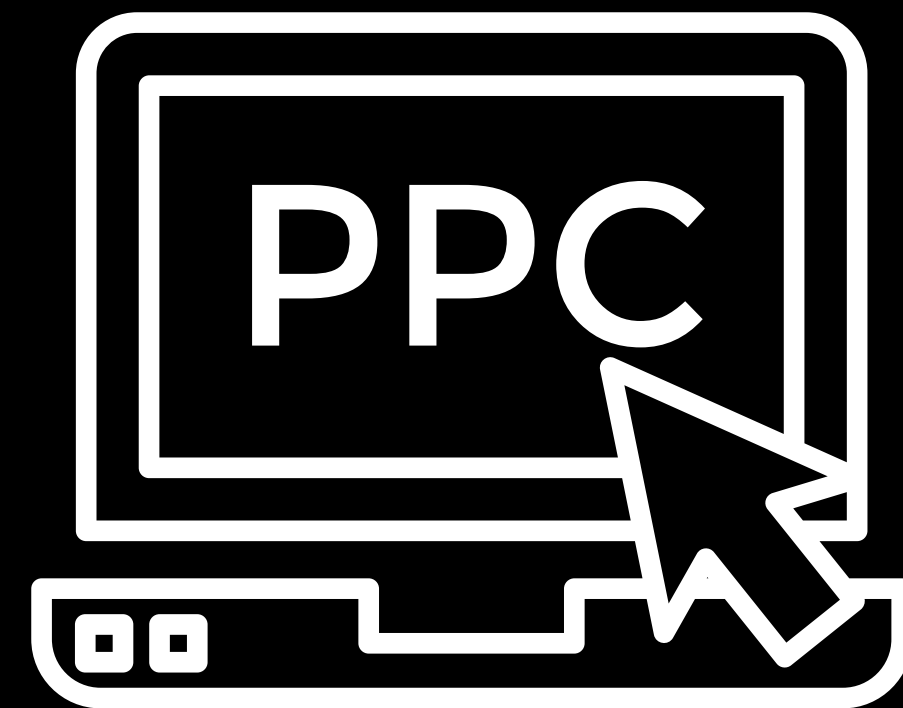


# Landscaping: Fencing

GEO-TARGETING:

Memphis, TN & 35 Mile Radius

[allscapesmarketing.com](http://allscapesmarketing.com)



**60 DAY  
CASE STUDY**

# OVERVIEW



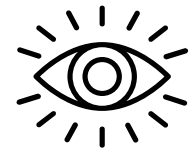
## CLIENT GOALS

Our client was aiming to produce leads of between \$35 - \$60 on average.



## HOW WE HELPED

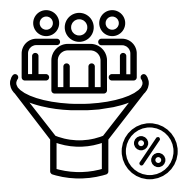
The client's highly competitive offer paired with our broad to narrow keyword strategy ensured the account was earning leads within the first two days of launch.



**IMPRESSIONS** 4,975



**CLICKS** 563



**CONV/RATE** 20%



**LEADS** 113



**SALES** 33

# QUICK STATS



These metrics provide a high level insight of campaign performance from how many people see and click on an ad, to how many convert to leads and generate revenue.

# KEY PERFORMANCE DATA

<b>01</b>	<b>\$17.05</b> Cost Per Lead (CPL)	<b>02</b>	<b>113</b> No. Of Conversions
<b>03</b>	<b>\$3.42</b> Cost Per Click (CPC)	<b>04</b>	<b>20%</b> Conversion Rate (conv/rate)
<b>05</b>	<b>53%</b> Impression Share	<b>06</b>	<b>69%</b> % Of Total Conversions On Mobile Device
<b>07</b>	<b>6/10</b> Quality Score	<b>08</b>	<b>N/A</b> Remarketing Conversions
<b>09</b>	<b>47%</b> % Top Impression Share	<b>10</b>	<b>11%</b> Click Through Rate (CTR)

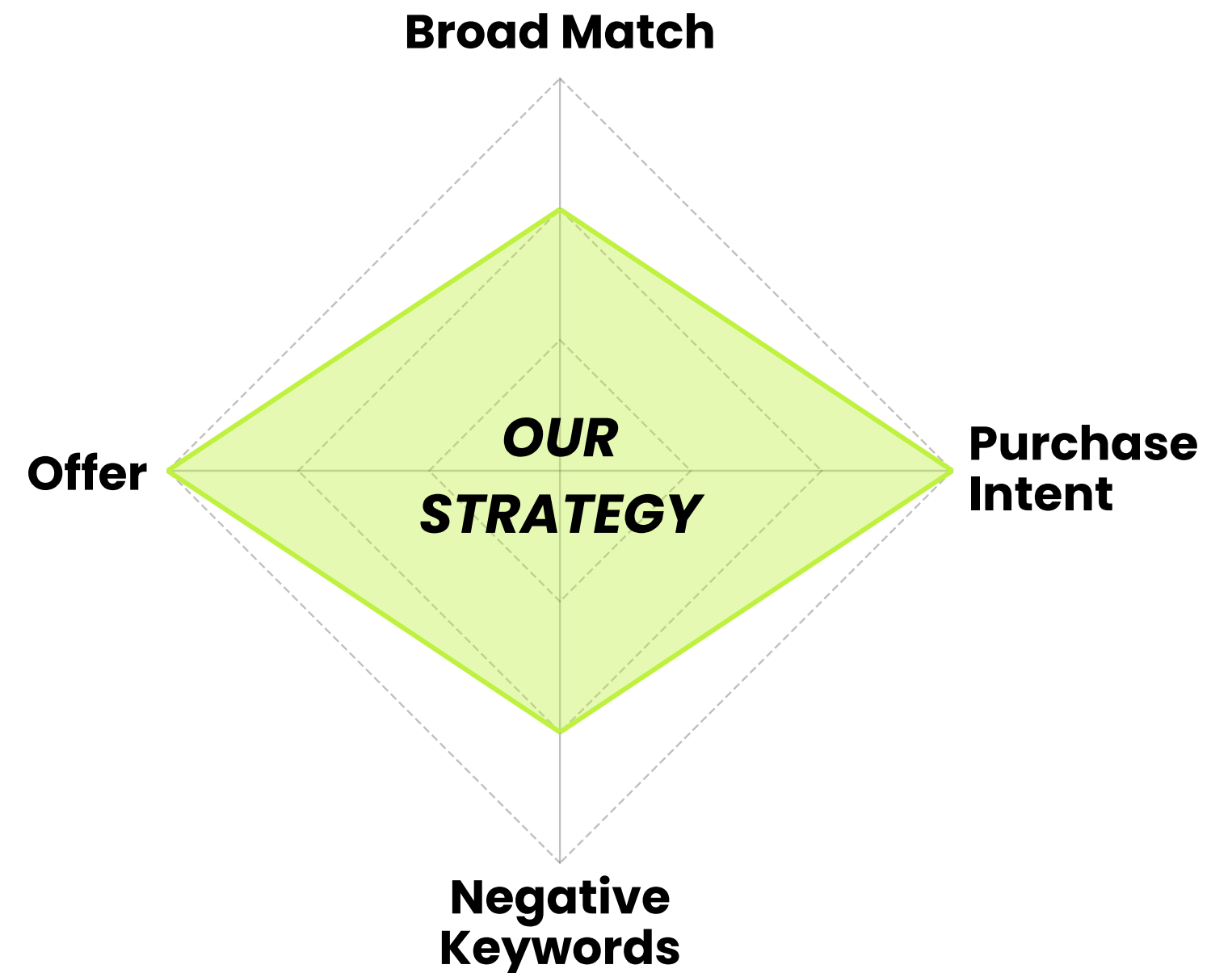
Clients objective of between \$35-\$60 per lead was exceeded generating a total of 113 leads over the initial 60 days of this campaign.

# CAMPAIGN REVIEW

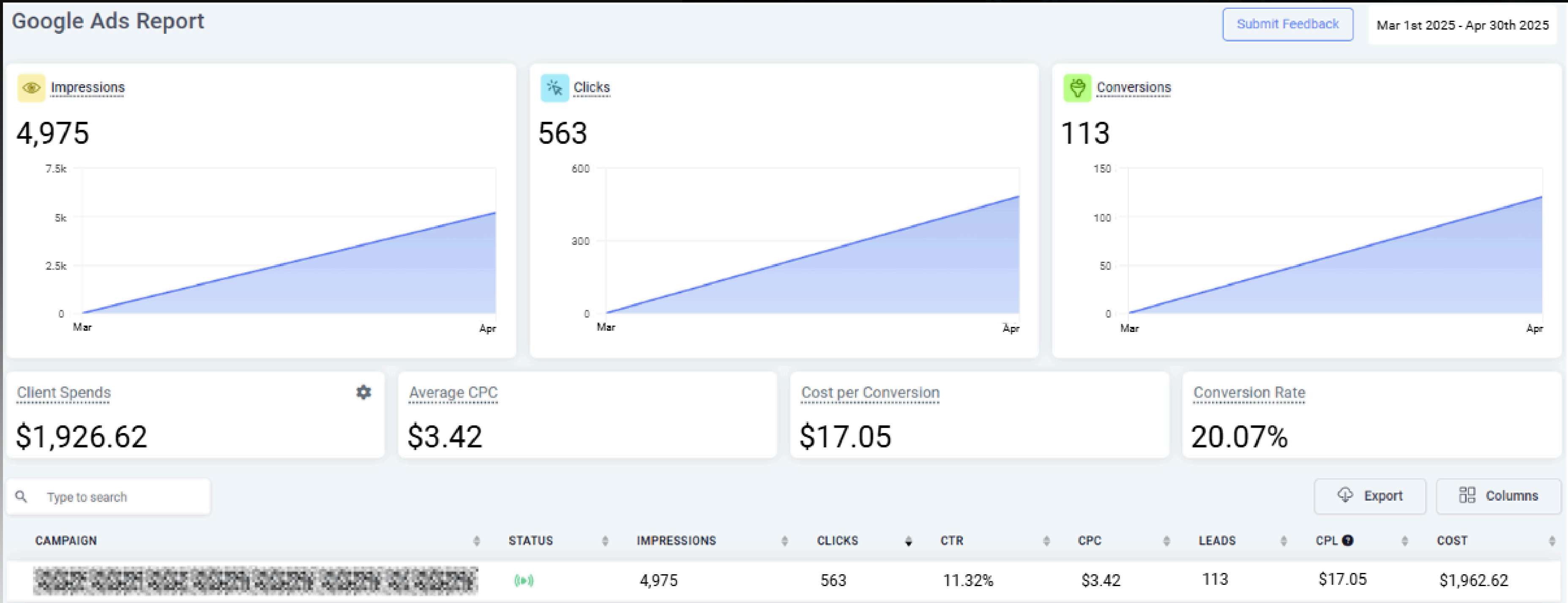
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Our strategy combined targeting of broad and purchase intent search keywords. This allowed us to control ad spend and increase relevancy using negative keywords.

We were able to effectively reach a large audience without sacrificing the quality of leads generated for the client.



# SOCIAL PROOF



# GLOSSARY

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1

## Pay Per Click (PPC)

Pay per click is typically associated with search or display ads where advertiser's are charged a fee each time a user **clicks** their ad. For context, a Facebook advertiser (aka pattern interruption ad) is charged each time the ad is **shown** to a user scrolling through their Facebook feed.

2

## Cost Per Click (CPC)

CPC is the actual fee amount a PPC advertiser pays for each click. This determines how much publishers such as Google actually earn from a PPC campaign. As far as we have analyzed, CPC depends on a few primary factors – location, competition, keywords/keyword type, quality of the landing page (website page the user lands on after clicking the ad), and impression share.

3

## Cost Per Lead (CPL) / Cost Per Action (CPA)

Cost per lead is the average amount paid for each lead from a paid ads campaign. In the case of PPC, this is calculated by using the total amount of clicks x the average CPC / leads.

- $10 \text{ clicks} \times \$1 \text{ CPC} / 5 \text{ leads} = \$2 \text{ CPL}$

Cost per action is more commonly used where a user becoming a lead is not the intended goal an applicable campaign. For example, app downloads.

# GLOSSARY

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4

## Cost Per Sale (CPS) / Cost Per Acquisition (CPA)

CPS is the average amount paid for each **new customer** which is one of the most important metrics when determining campaign performance.

CPS is calculated by total campaign cost / sales.

- For example: \$1,000 total cost / 100 sales = \$10 CPS

As mentioned previously, CPA can be sometimes be associated with cost per action making it important to understand **context** when viewing metrics with abbreviated terms.

5

## Conversion Rate (conv/rate)

The rate at which users become leads after clicking an ad. It is calculated by leads / page views x 100.

- 10 leads / 100 x 100 = 10% conv/rate

6

## Click Through Rate (CTR)

CTR is the rate of how many clicks an ad receives divided by the times it was shown (impressions).

- 10 clicks / 100 impr x 100 = 10% CTR

# GLOSSARY

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7

## Impression Share

Impression share is the percentage of how many times an ad was **shown** divided by how many times it **could have shown**. This metric highlights opportunities where advertisers could improve their current ad campaigns. Most of the other metrics show advertisers the current stats on ongoing campaigns, rather than potential opportunities.

8

## Top Of Page Impr %

The percentage of times an ad has been shown in the **top positions** of the search engine results page (SERP). This can often effect impr, CTR, CPC, and other metrics.

9

## Keyword Match Types (broad/phrase/exact)

This essentially determines how closely something typed into a search engine must match your chosen PPC keywords for your ad to be shown.

- Broad match; ad can be shown for loosely related terms to the chosen keyword
- Phrase match: able to show for searches that include at least some of the chosen keyword
- Exact match: can only show when someone searches the exact chosen keyword

# GLOSSARY

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## Quality Score

Quality score is Google's rating of the quality and relevance of both your keywords and PPC campaign overall. 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:

- Click-through rate (CTR)
- Relevance of each keyword to its ad group
- Landing page quality and relevance
- Relevance of ad text
- Historical Google ads account performance