
Doctor - Weight Loss Clinic Case Study

GEO-TARGETING: Palm Beach County & Broward County, FL



HIGHLIGHTS

TALKING POINTS

- The account's monthly CPA average is approximately \$30.
- Keyword average CPC's were initially up near \$7 and our strategies helped to bring the metric down to a low of \$4.13.
- The campaign CTR started off at a low 1.25% and while under IPPC management has climbed to 2.33%.
- We are averaging a total of 37 Conversions per month.

CLIENT GOALS:

33 CPA

OUR RESULTS:

27.02

CPA

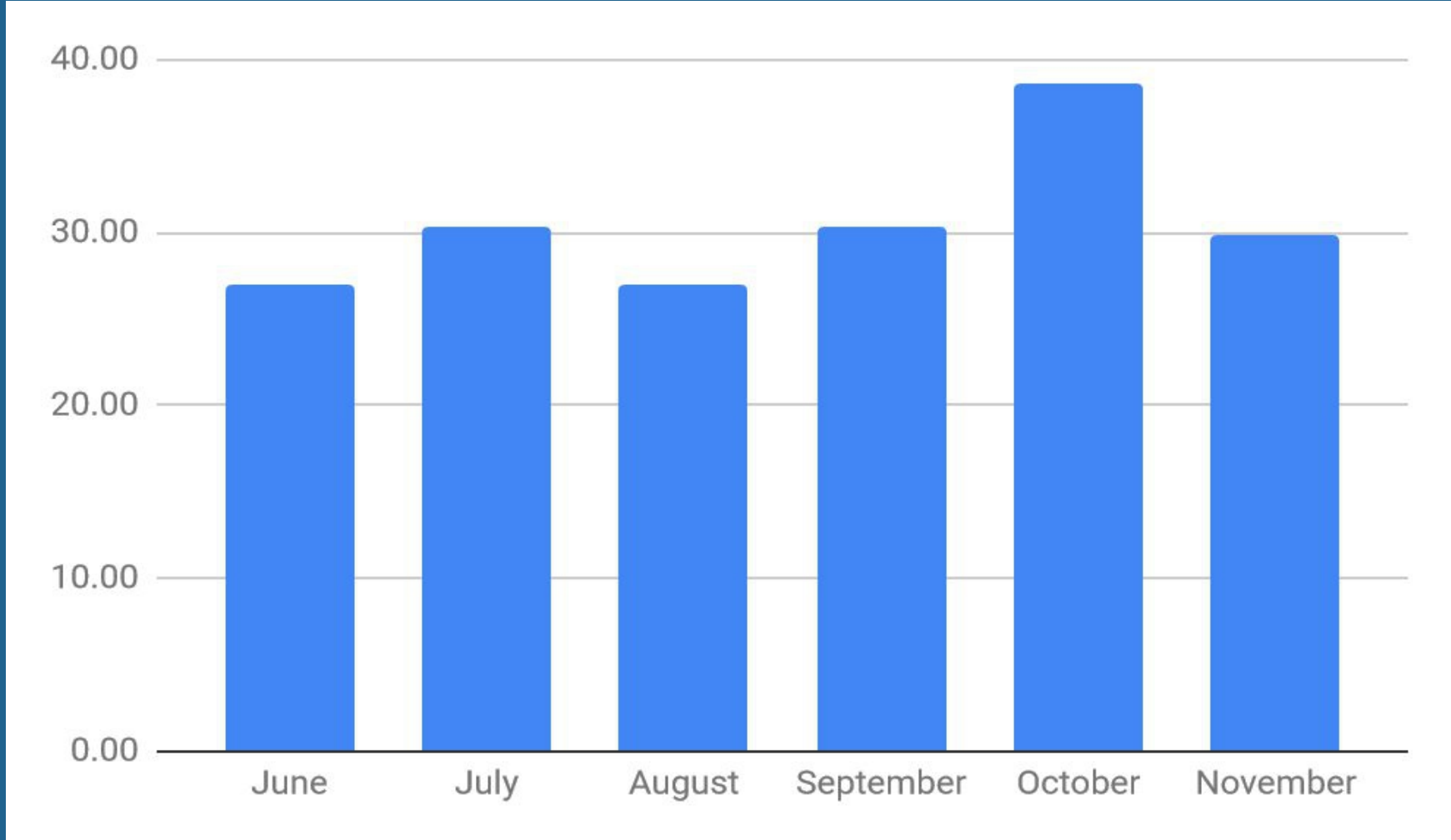
1st month

RESULTS:

**Average CPA is
30.52
for 6 months.**

- Conversion Rate has consistently been over 10% for which the end client was appreciative and submitted an increase in the monthly budget

PERFORMANCE DATA



GOAL:	CPA
MONTH	CPA
June	27.02
July	30.30
August	27.04
September	30.32
October	38.67
November	29.78

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

COMMENTS

Our agency partner comments "It's easy to work with you."

LET US DO THE
SAME FOR YOU



Marketers