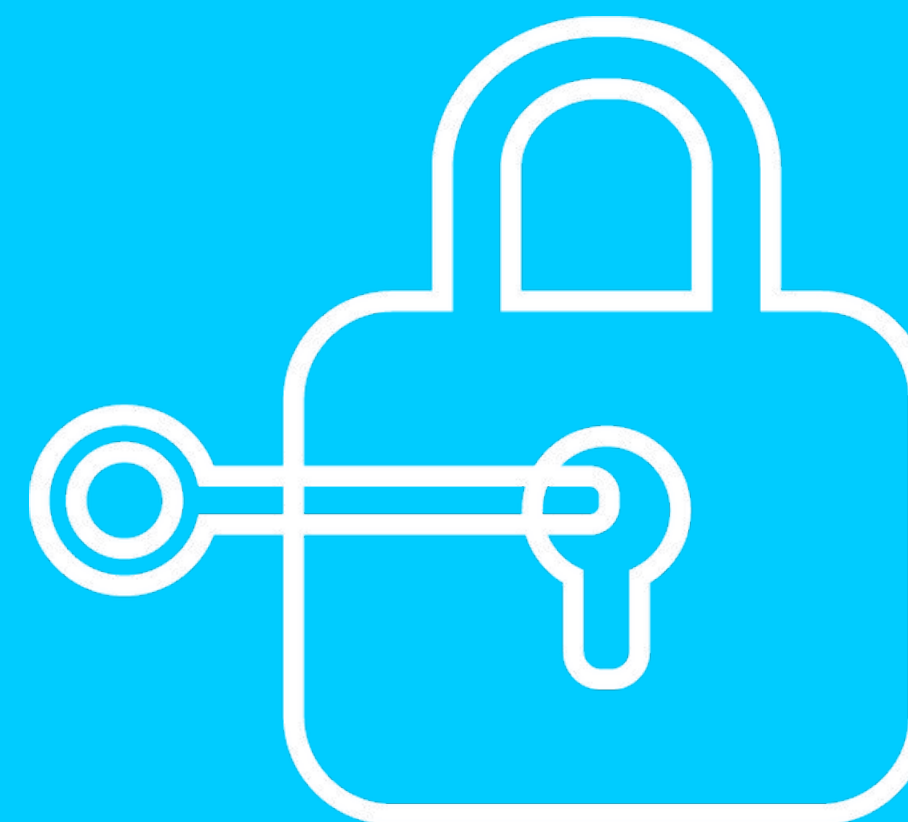


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# Weight Loss - Medical Case Study

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GEO-TARGETING: Denver CO





**CLIENT GOALS**

**\$50 - 90**



**HOW WE HELPED**

**Focusing on top performing location, scheduling and keywords**

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

# QUICK STATS



IMPRESSIONS

15,998



CLICKS

728



CONV RATE

3.71%



CONVERSIONS

27

90 Day Data

# RESULTS



**\$82.89**  
CPA



**27**  
NO. OF CONVERSIONS



**\$3.07**  
CPC



**3.71%**  
CONVERSION RATE



**37%**  
IMPRESSION SHARE



**100%**  
% PHONE CALL CONVS



**7/10**  
QUALITY SCORE



**0**  
REMARKETING CONV



**68%**  
% TOP IMPR SHARE



**4.55%**  
CTR

# CAMPAIGN REVIEW

The customer regularly battled with high quantity of searches who were in the research phase and not ready to convert. By focusing our efforts on the top converting locations, ad schedule, keywords, etc. we were able to filter out many of the research phase clients and focus the small budget available on converting traffic. This drove our CTR up, conversions up and CPA down.

# 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

15,998

432,112  
Impressions  
▼ -96.30%

728

5,890  
Clicks  
▼ -87.64%

4.55%

1.36%  
CTR  
▲ 233.84%

\$2,238.09

\$6,238.10  
Ad Spend  
▼ -64.12%

\$3.07

\$1.06  
CPC  
▲ 190.27%

0

0  
Web Conversions  
● 0.00%

27

42  
Phone Conversion  
▼ -35.71%

27

42  
Total Conversions  
▼ -35.71%

3.71%

0.71%  
Conversion Rate  
▲ 420.10%

\$82.89

\$148.53  
Cost/Conversion  
▼ -44.19%



LET US DO THE  
SAME FOR YOU

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**Marketers**