

## Pay-Per-Click Marketing Case Study

We are dedicated professionals who specialize in innovative strategies that deliver measurable results. With a deep understanding of the ever-evolving digital landscape. Our data-driven approach ensures that your campaigns are closely monitored, offering actionable insights to optimize your online impact. We're committed to your growth, and tailoring strategies to align with your specific goals. Whether it's increasing website traffic, generating leads, boosting sales, or enhancing brand visibility, we work tirelessly for your long-term success.

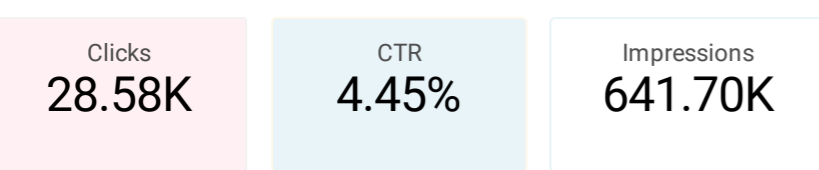
Explore the impact of our Google Ads for Online Footwear Retailer, showcasing how we've helped our client achieve remarkable results and maximize their online presence.

### Campaigns Overview

#### Performance: Before Our Strategy Implementation [ April to July 2023 ]

##### Click Through Rate & Impression

by Clicks, CTR, and Impressions



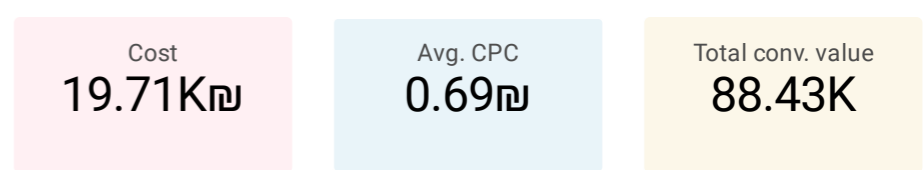
##### Conversion Rate & Cost

by Conversions Rate

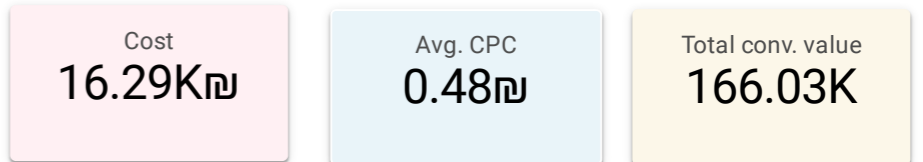
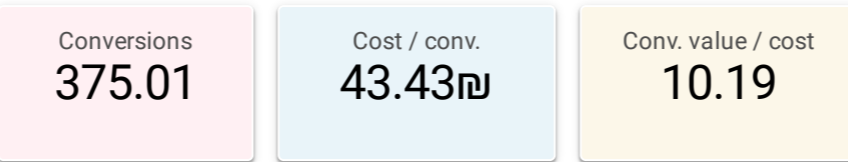
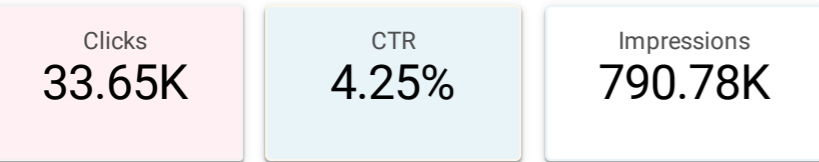


##### Cost Per Click

by Cost, CPC, and Conversions



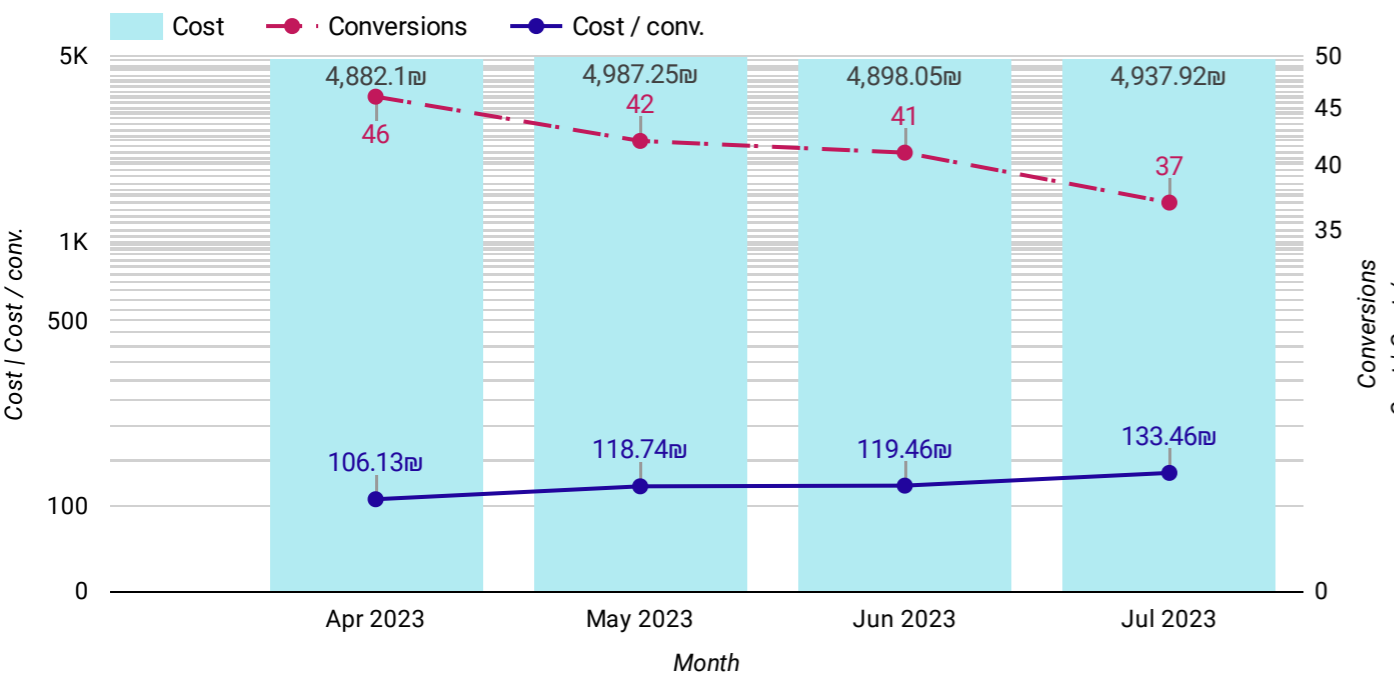
#### Performance: After Our Strategy implementation [ August to November 2023 ]



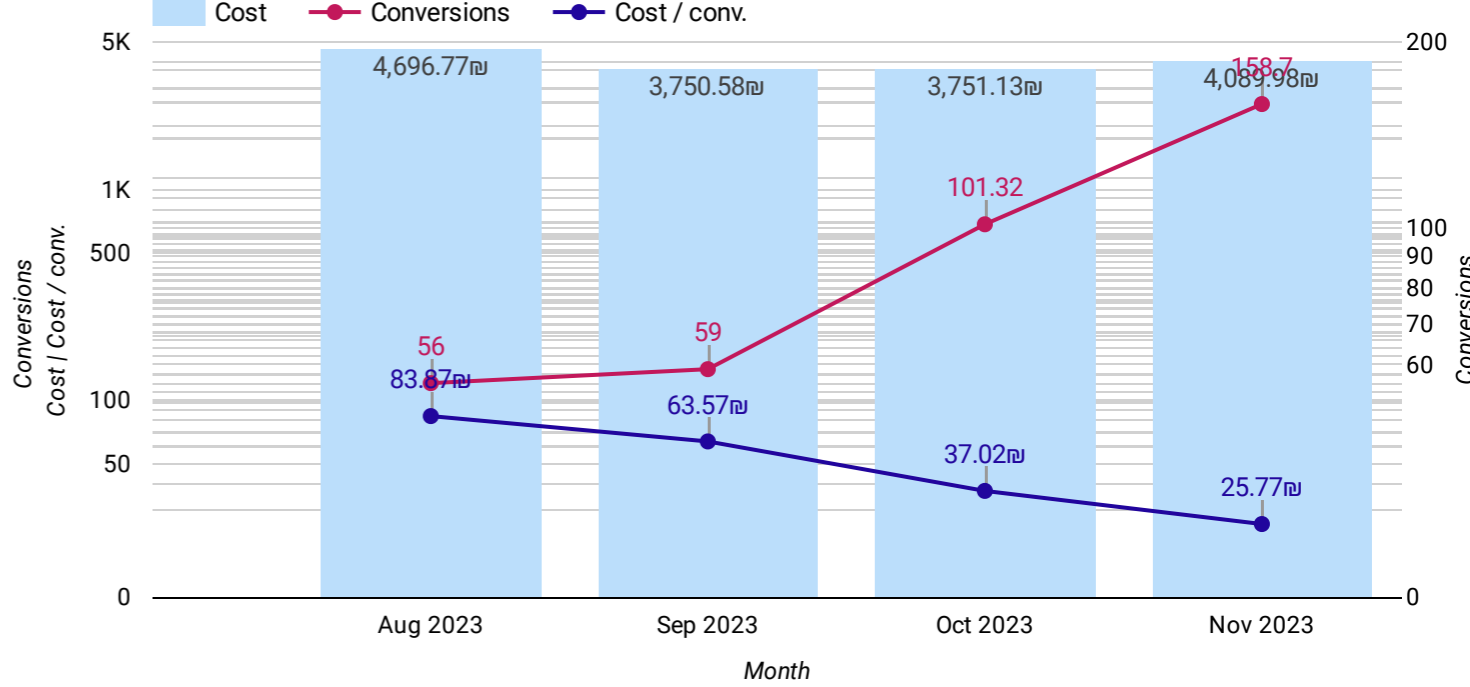
### Cost and Conversion Trends Over Time

In our marketing campaign, we've effectively lowered Avg. CPC, more conversions, and an increased Conversion Rate.

#### Performance Trends Pre-Strategy Implementation



#### Performance Metrics Post-Strategy Implementation



### Impact of Geo-Targeting Marketing

Discover the depth of our audience targeting expertise, where we tailor strategies encompassing location, demographics, and interests to maximize the campaign's impact.

#### Before

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost	ROAS
1. Tel Aviv-Yafo	81,765	791	0.97%	0.38₪	3	99.65₪	298.94₪	4.76
2. Jerusalem	33,542	606	1.81%	0.33₪	3	67.65₪	202.96₪	7.27
3. Haifa	19,674	389	1.98%	0.41₪	0	0₪	157.56₪	0
4. Rehovot	11,938	360	3.02%	0.29₪	0	0₪	103.36₪	0
5. Ramat Hasharon	5,271	324	6.15%	0.7₪	0	0₪	227.21₪	0
6. Petah Tikva	15,369	297	1.93%	0.28₪	4	20.43₪	81.73₪	30.4
7. Holon	12,064	262	2.17%	0.25₪	0	0₪	65.09₪	0
8. Be'er Sheva	11,908	255	2.14%	0.38₪	1	97.86₪	97.86₪	5.05
9. Ramla	6,255	230	3.68%	0.25₪	1	56.36₪	56.36₪	8.85
10. Hadera	9,488	209	2.2%	0.41₪	1	85.24₪	85.24₪	5.85

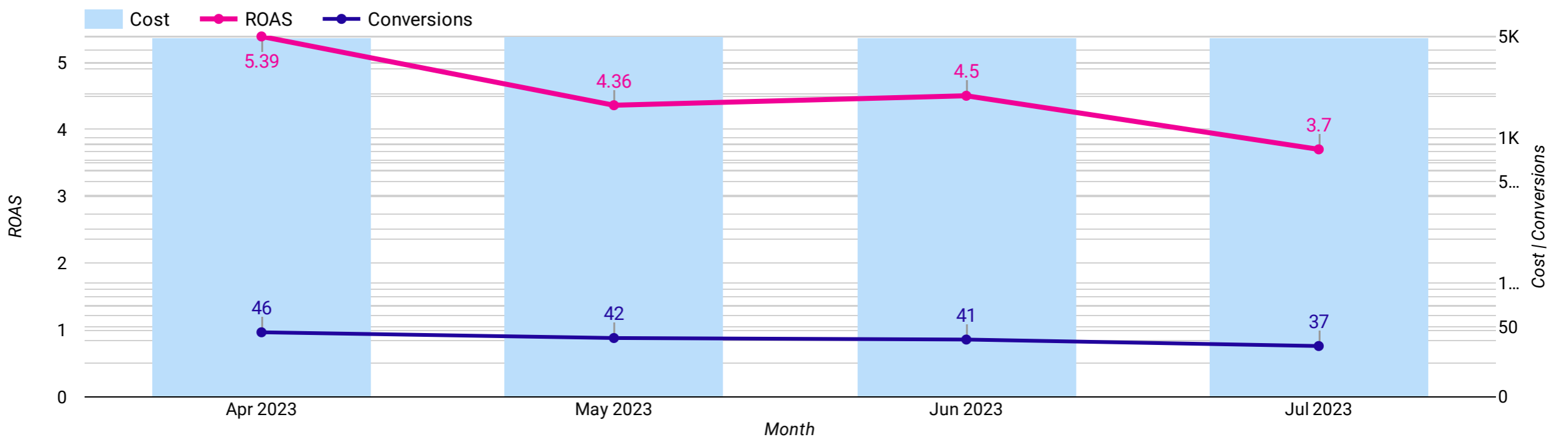
#### After

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost	ROAS
1. Tel Aviv-Yafo	98,318	2,218	2.26%	0.45₪	22.79	43.56₪	992.81₪	10.89
2. Jerusalem	42,012	1,686	4.01%	0.44₪	21	35.3₪	741.38₪	11.69
3. Rehovot	21,936	1,148	5.23%	0.44₪	8	62.64₪	501.08₪	7.51
4. Haifa	26,459	1,134	4.29%	0.49₪	14	39.33₪	550.67₪	9.47
5. Ramla	13,647	835	6.12%	0.48₪	10	40.45₪	404.46₪	11.25
6. Petah Tikva	19,704	803	4.08%	0.47₪	8	46.86₪	374.87₪	9.03
7. Nordia	4,979	677	13.6%	0.58₪	9	43.99₪	395.9₪	12.38
8. Holon	16,108	667	4.14%	0.38₪	15	16.81₪	252.18₪	20.59
9. Be'er Sheva	16,668	659	3.95%	0.48₪	5	63.03₪	315.13₪	8.55
10. Ramat Hash...	9,419	649	6.89%	0.66₪	4	107.48₪	429.93₪	2.02

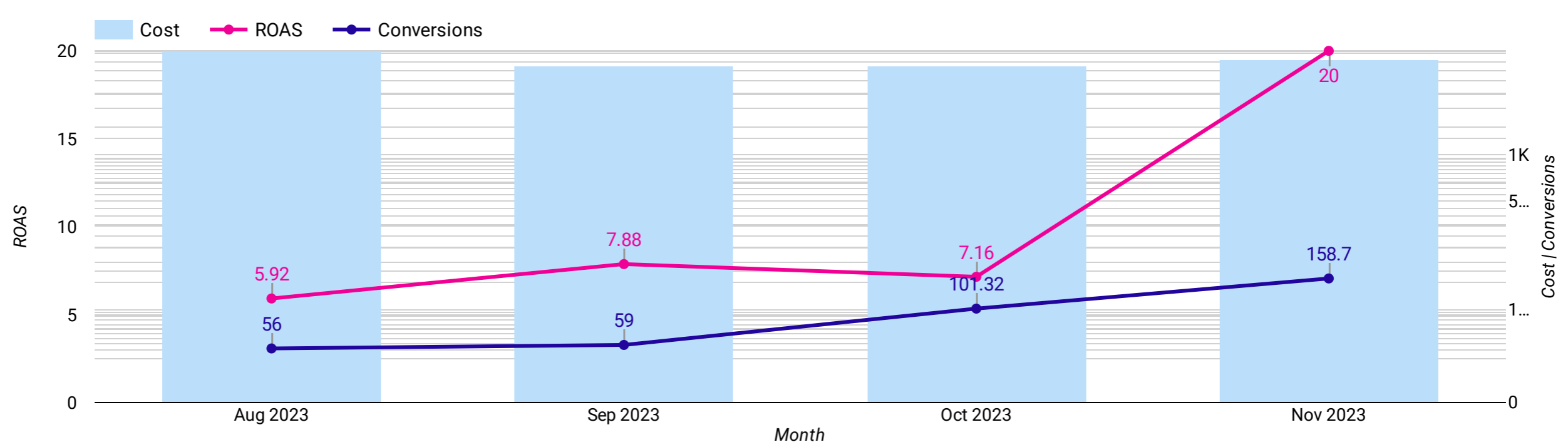
### Campaigns Optimization

Our strategic Campaigns optimization paralleling investments yielded heightened Conversions and ROAS, emphasizing effective resource utilization.

#### Before



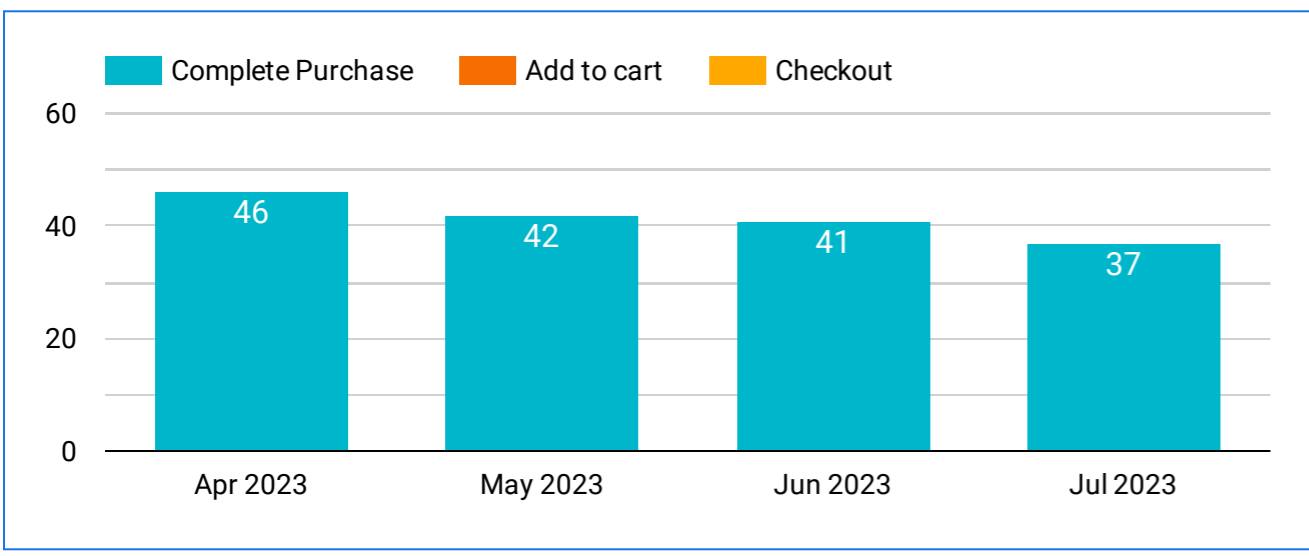
#### After



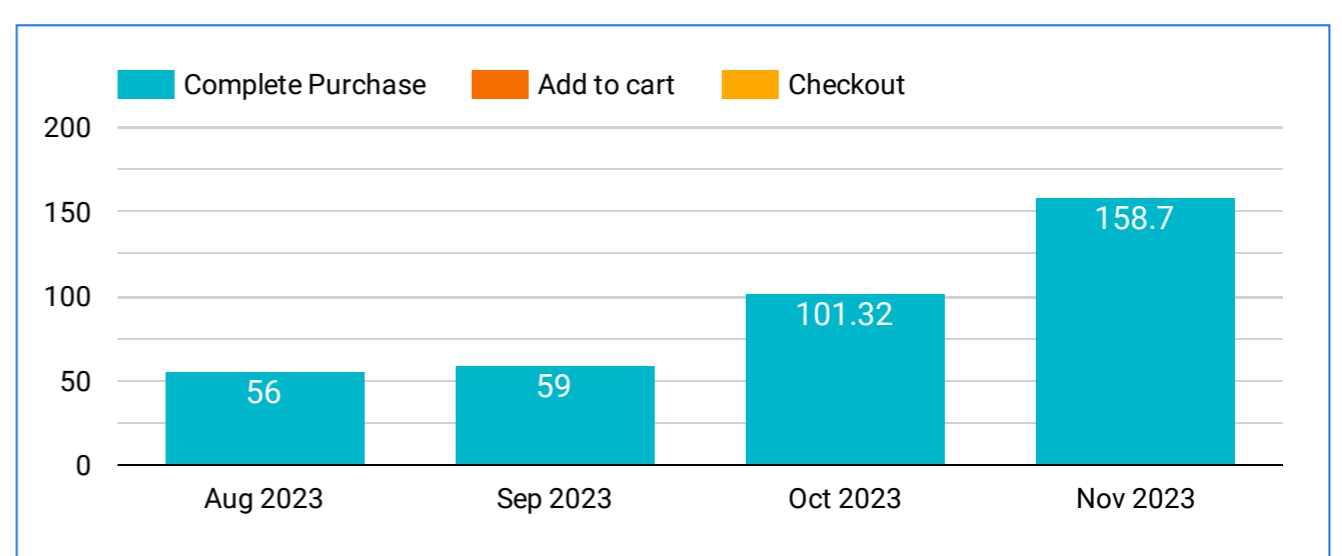
### Conversions Actions

Vision led the way to a Marketing Miracle: Sales Soared 126% As 166 Transactions Exploded Into 375, All Thanks To Our Pioneering Digital Approach.

#### Before



#### After



segment	conversion type-purchase	Conversions
1.	Complete Purchase	166

segment	conversion type-purchase	Conversions
1.	Complete Purchase	375.01

Elevate Your Digital Presence with Our Expert Digital Marketing Team.