

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 on services related to lawn care, landscaping, and pest control, showcasing how we've helped our client achieve remarkable results and maximize their online presence.

Campaigns Overview

Performance: Before Our Strategy Implementation [August to December 2022]

Click Through Rate & Impression

by Clicks, CTR, and Impressions

Clicks
6.91K

CTR
1.38%

Impressions
499.42K

Conversion Rate & Cost

by Conversions Rate

Conversions
94.00

Cost / conv.
\$321.79

Phone calls
364.00

Cost Per Click

by Cost, CPC, and Conversions

Cost
\$30.25K

Avg. CPC
\$4.38

Conversions
94.00

Performance: After Our Strategy implementation [April to August 23]

Clicks
6.91K

CTR
1.24%

Impressions
555.48K

Conversions
458.00

Cost / conv.
\$84.42

Phone calls
493.00

Cost
\$38.66K

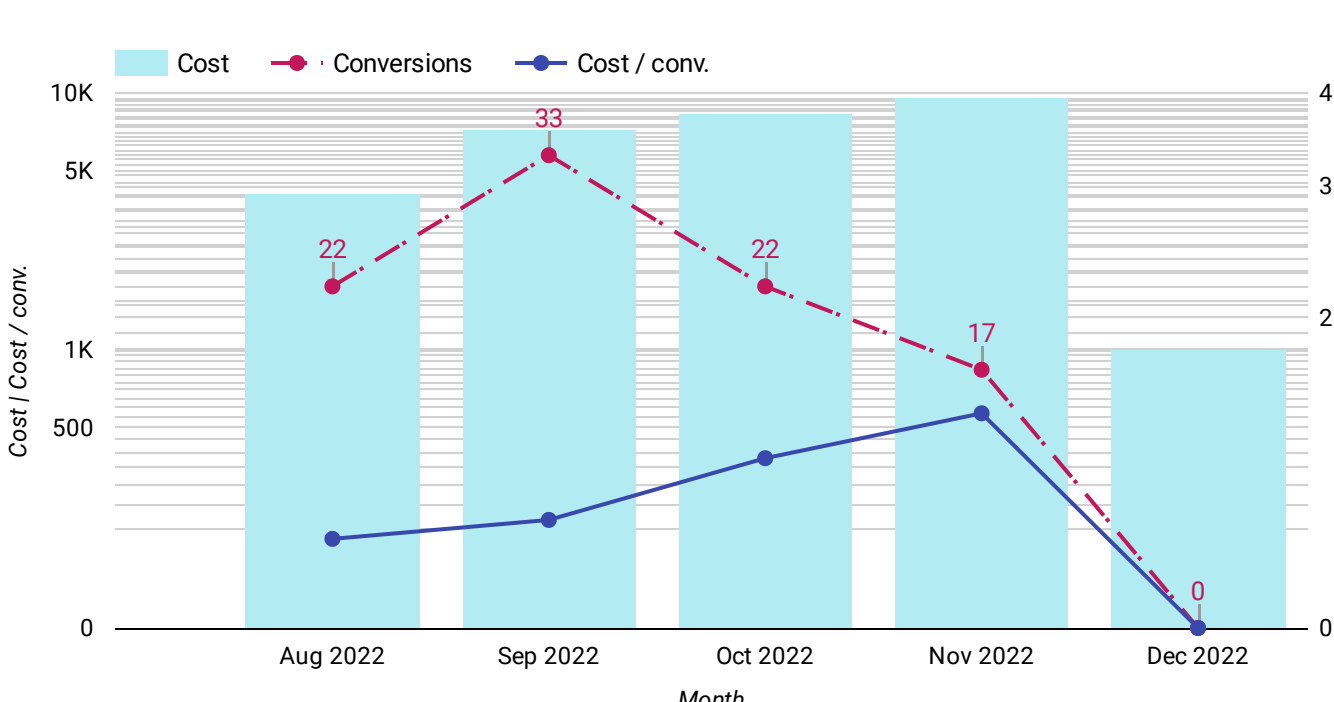
Avg. CPC
\$5.59

Conversions
458.00

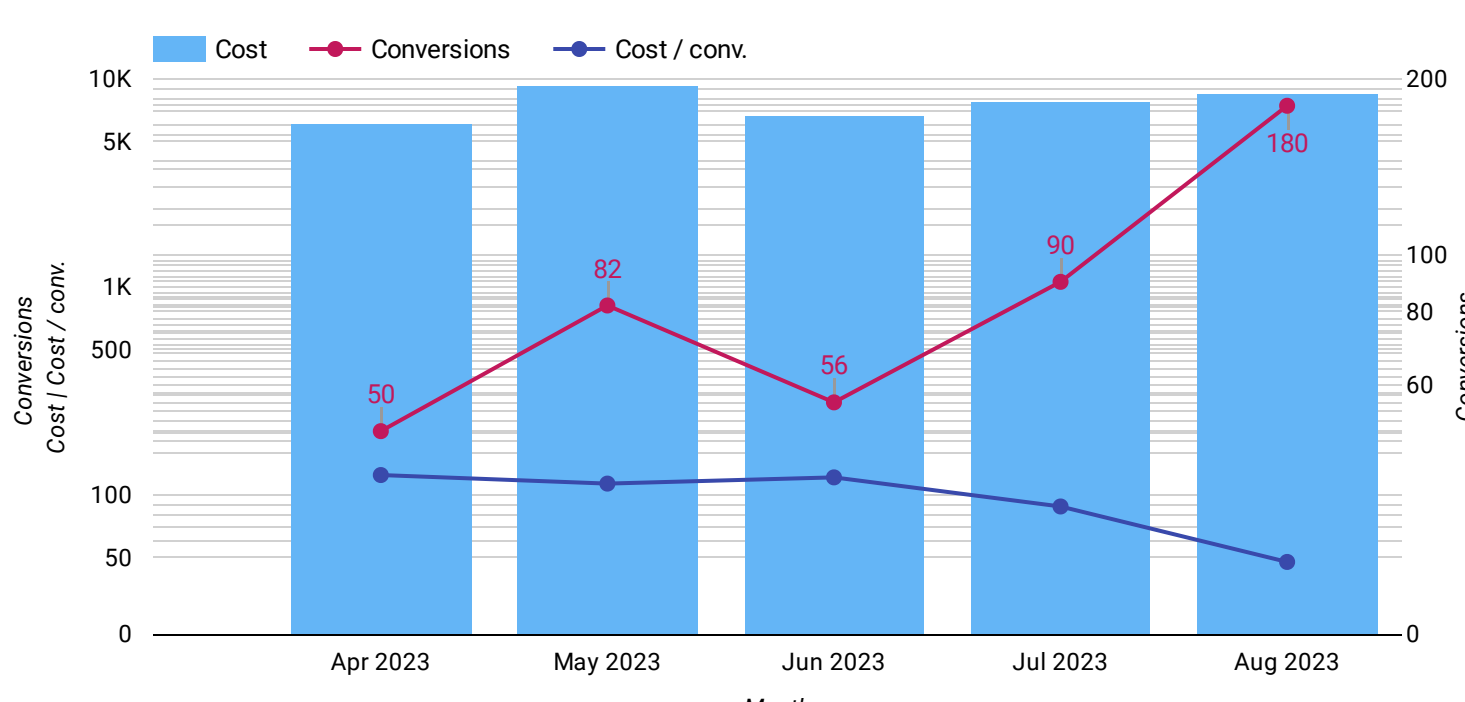
Cost and Conversion Trends Over Time

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
1. Rockford	161,505	2,406	1.49%	\$3.68	39	\$226.94	\$8,850.6
2. DeKalb	70,804	729	1.03%	\$3.56	6	\$433.02	\$2,598.13
3. Huntley	66,980	665	0.99%	\$3.28	1	\$2,183.4	\$2,183.4
4. Machesney Park	28,592	470	1.64%	\$4.34	11	\$185.55	\$2,041.06
5. Belvidere	24,930	376	1.51%	\$4.36	3	\$547	\$1,641.01
6. Rockton	30,844	297	0.96%	\$2.89	5	\$171.81	\$859.07
7. South Beloit	5,090	248	4.87%	\$5.46	1	\$1,352.85	\$1,352.85
8. Marengo	21,069	238	1.13%	\$9.64	5	\$458.95	\$2,294.76
9. Campton Hills	13,666	237	1.73%	\$9.02	3	\$712.81	\$2,138.42
1... Sycamore	20,865	217	1.04%	\$4.89	2	\$530.35	\$1,060.71

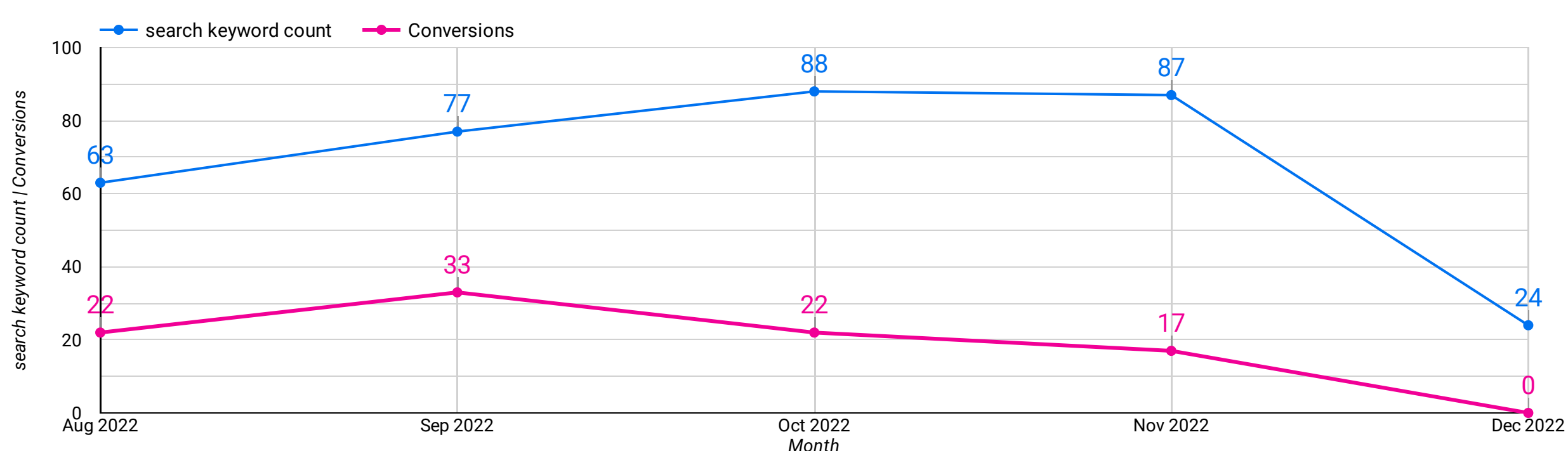
After

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1. Rockford	178,983	2,078	1.16%	\$4.98	109	\$94.99	\$10,353.55
2. Machesney Park	62,307	645	1.04%	\$5.79	19	\$196.46	\$3,732.7
3. DeKalb	60,698	598	0.99%	\$4.84	23	\$125.73	\$2,891.72
4. Belvidere	41,552	507	1.22%	\$4.87	39	\$63.28	\$2,468.09
5. Huntley	37,226	328	0.88%	\$7.97	8	\$326.9	\$2,615.18
6. Roscoe	20,842	254	1.22%	\$7.19	14	\$130.44	\$1,826.22
7. Sycamore	24,033	251	1.04%	\$6.04	11	\$137.77	\$1,515.47
8. South Beloit	21,107	193	0.91%	\$4.97	5	\$191.66	\$958.28
9. Campton Hills	19,246	186	0.97%	\$7.52	9	\$155.46	\$1,399.18
1... Marengo	13,521	175	1.29%	\$6.51	9	\$126.5	\$1,138.51

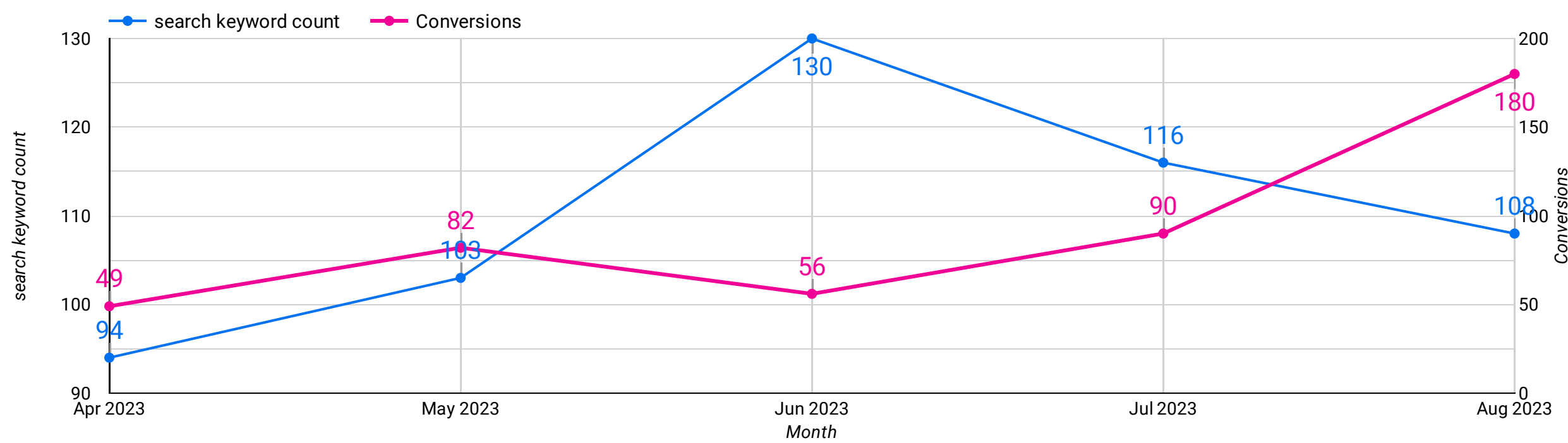
Targeted Keyword and Website Optimization

Our strategic of target keywords yielded positive results, leading to an increase in conversions.

Before

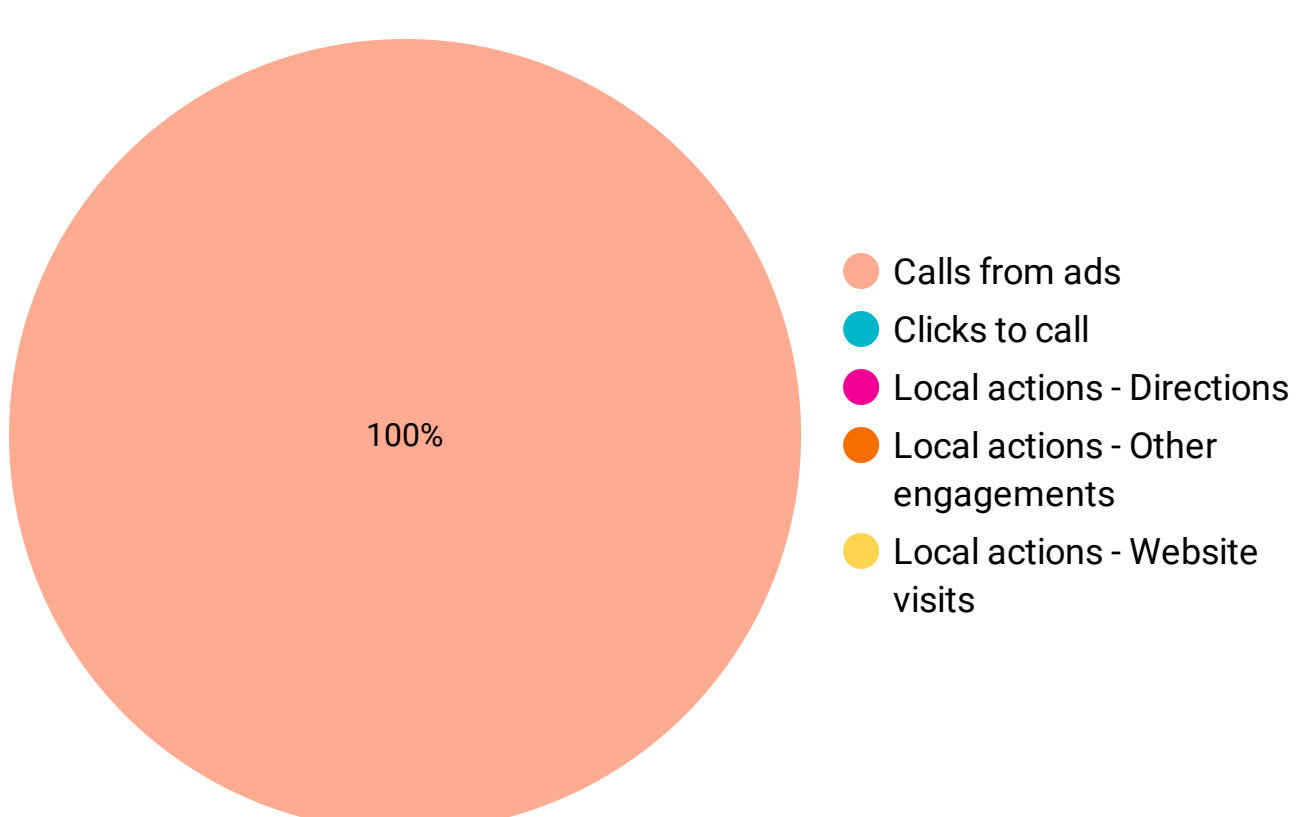


After

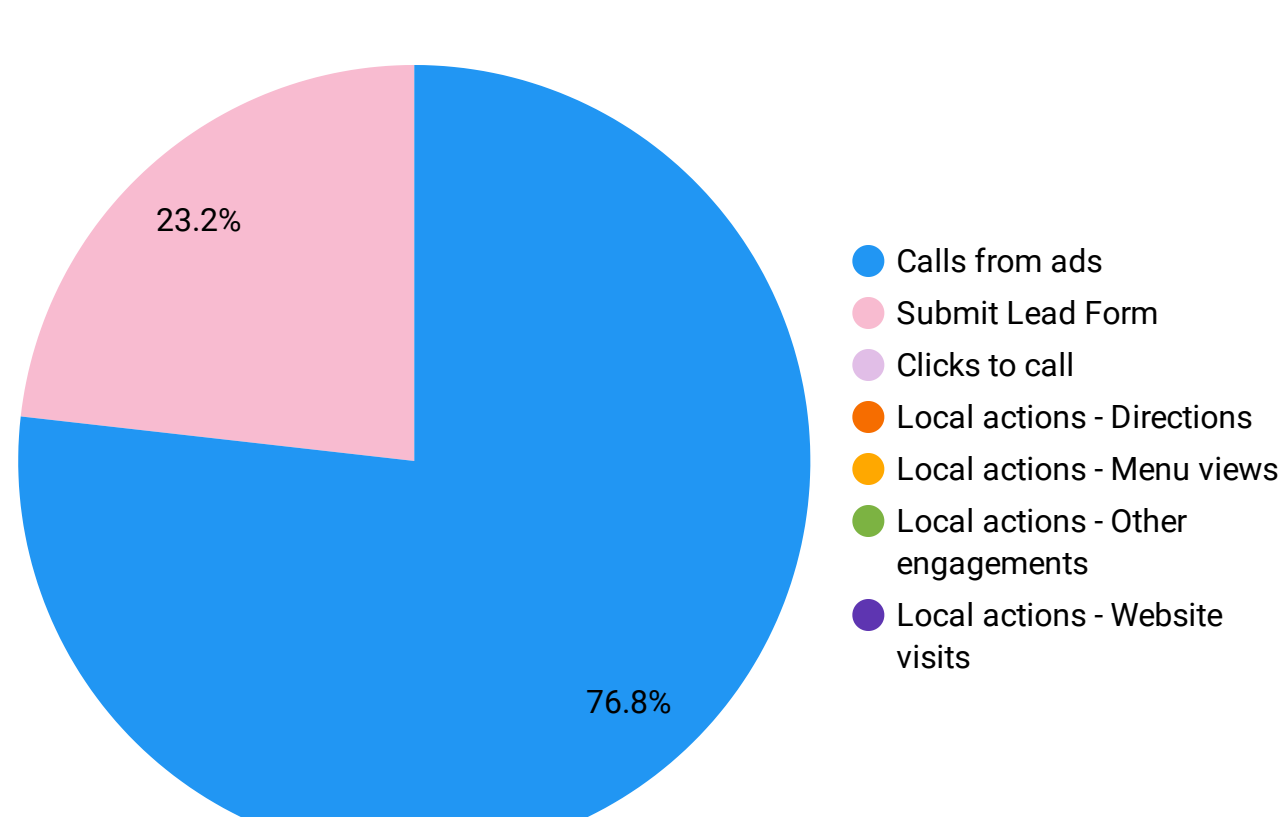


Conversions Actions

Before



After



Conversion Type Name

Conversions

1. Calls from ads	19
-------------------	----

Conversion Type Name

Conversions

1. Calls from ads	321
2. Submit Lead Form	97

Elevate Your Digital Presence with Our Expert Digital Marketing Team.