

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.

Discover how our PPC campaign helped our client in the manufacture and distribution of pearlescent and effect pigments achieve remarkable results and maximize their online presence.

Campaign Overview

Performance: Before Our Strategy Implementation [May to July 2023]

Click Through Rate & Impression

by Clicks, CTR, and Impressions

Clicks	CTR	Impressions
3.75K	0.96%	392.02K

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions	Cost / conv.	Conv. value / cost
155.70	\$8.69	13.42

Cost Per Click

by Cost, CPC, and Conversions

Cost	Avg. CPC	Total conv. value
\$1.35K	\$0.36	18.16K

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

Clicks	CTR	Impressions
9.10K	1.21%	753.44K

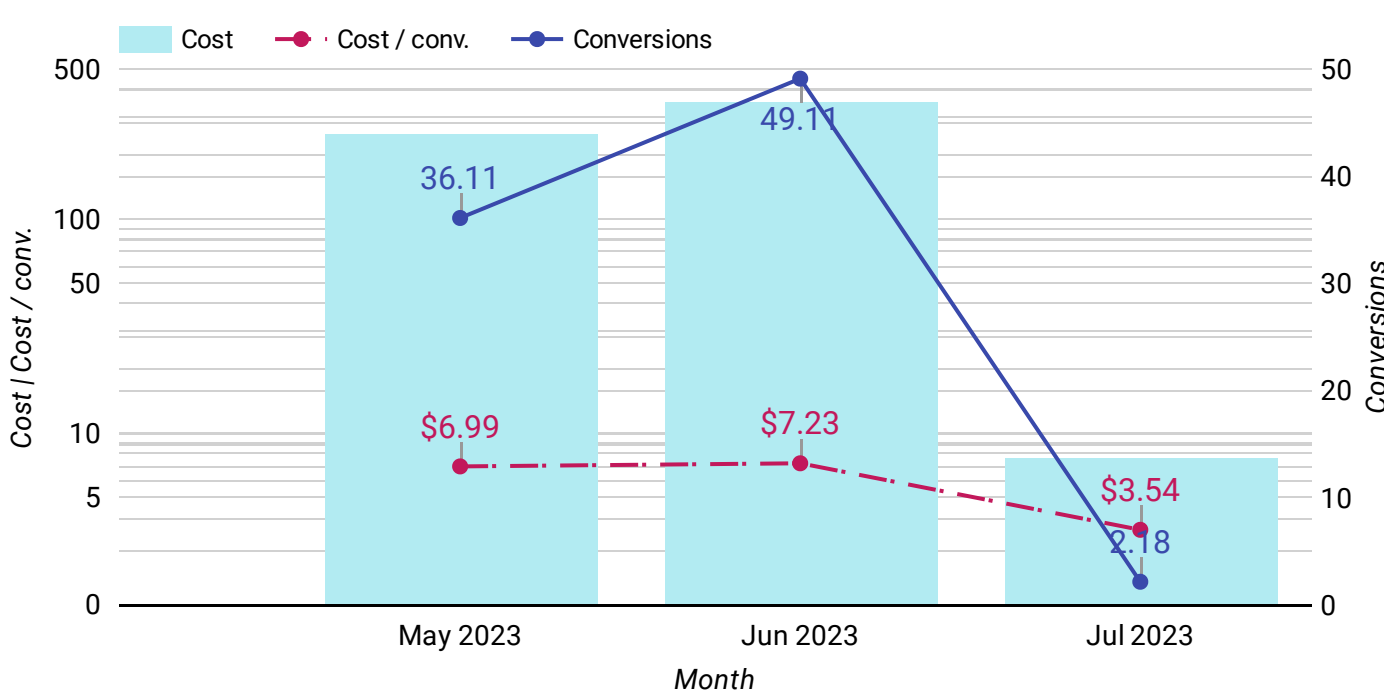
Conversions	Cost / conv.	Conv. rate
327.82	\$9.87	2.93%

Cost	Avg. CPC	Total conv. value
\$3.23K	\$0.36	25.81K

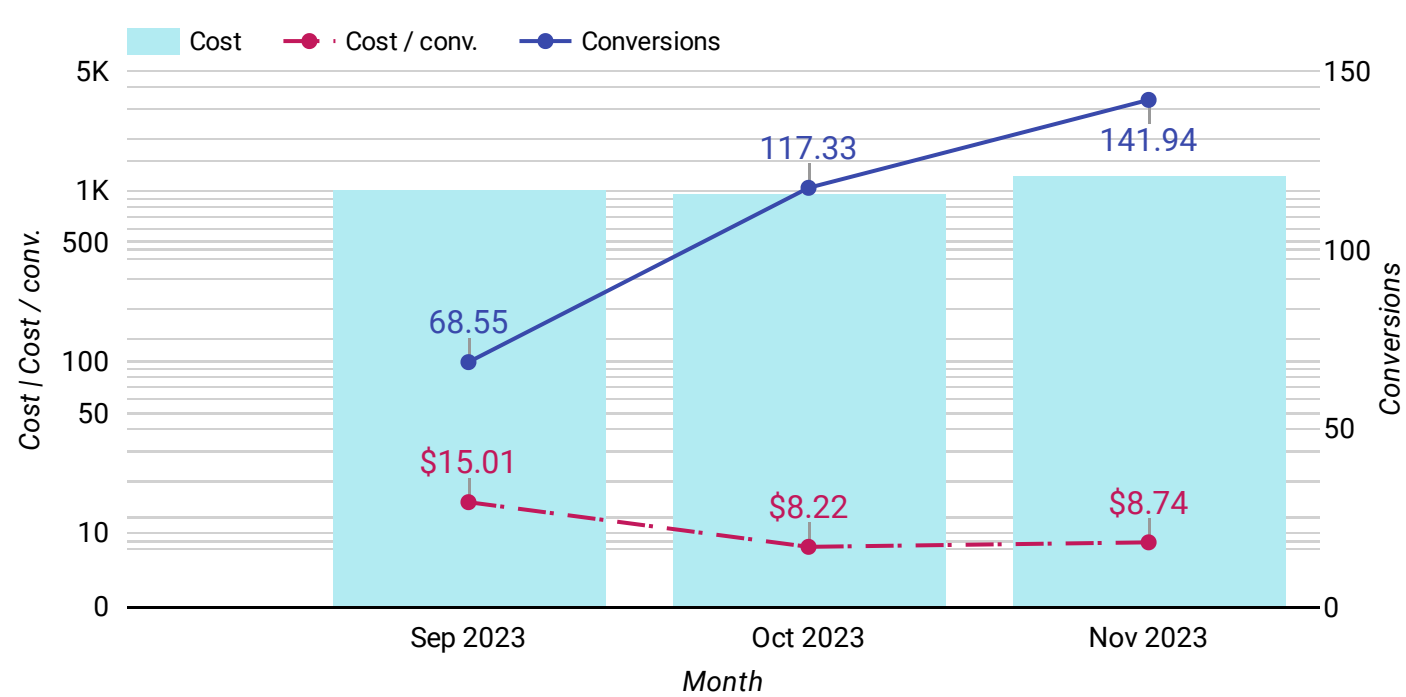
Cost and Conversion Trends Over Time

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. New York	10,815	54	0.5%	\$0.36	0	\$0	\$19.2
2.	3,785	42	281.95%	\$7.8	0	\$0	\$16.03
3. Perris	694	34	4.9%	\$0.07	0	\$0	\$2.54
4. Seattle	3,841	29	0.76%	\$0.21	1	\$6.14	\$6.14
5. Dallas	5,800	27	0.48%	\$0.49	5	\$2.64	\$13.19
6. Phoenix	3,665	27	0.74%	\$0.39	2.51	\$4.18	\$10.49
7. Houston	5,820	26	0.45%	\$0.5	0	\$0	\$12.91
8. Las Vegas	2,585	26	1.02%	\$0.24	1	\$6.2	\$6.2
9. Indianapolis	2,194	26	1.19%	\$0.22	2	\$2.85	\$5.7
1... Denver	3,539	24	0.68%	\$0.31	0	\$0	\$7.42

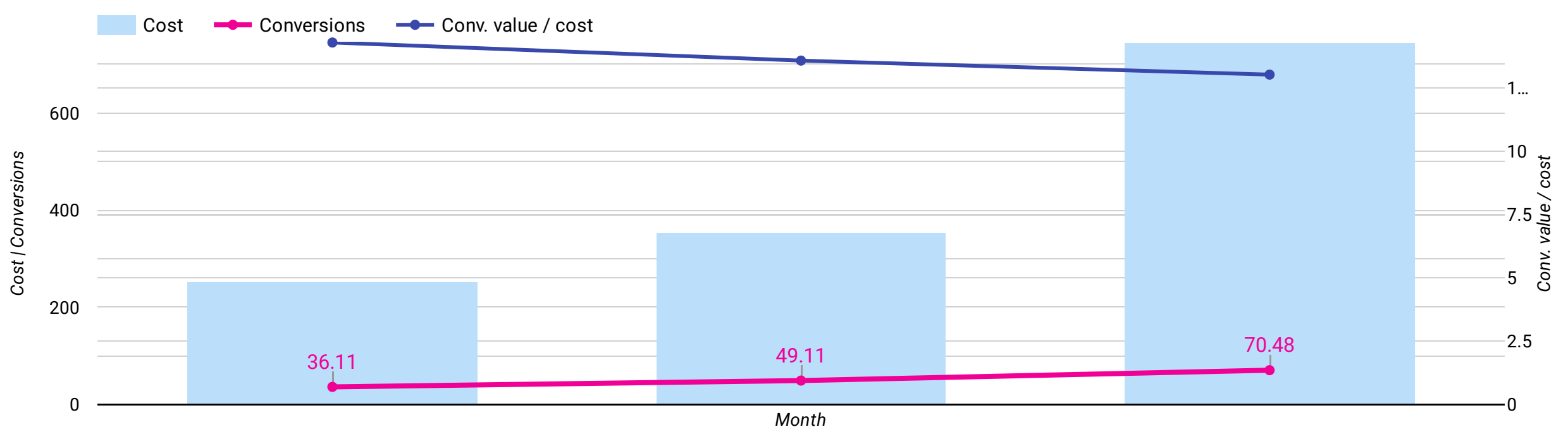
After

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1. New York	21,108	164	0.78%	\$0.63	2	\$51.62	\$103.23
2. Atlanta	11,861	110	12.03%	\$0.34	2.97	\$11.52	\$34.29
3. Dallas	12,924	105	5.31%	\$2.35	3	\$12.09	\$43.99
4. Indianapolis	7,689	103	1.34%	\$0.35	3	\$12.13	\$36.38
5. Las Vegas	6,886	82	3.28%	\$1.19	2	\$19.39	\$40.19
6.	6,450	71	411.81%	\$13	4.96	\$4.9	\$28.74
7. Chicago	7,329	61	0.83%	\$0.44	2	\$13.46	\$26.93
8. Denver	7,980	61	2.72%	\$0.43	4	\$5.3	\$21.3
9. San Antonio	6,518	61	0.94%	\$0.39	4	\$5.87	\$23.52
1... Jacksonville	6,383	60	1.85%	\$0.42	2	\$10.06	\$20.27

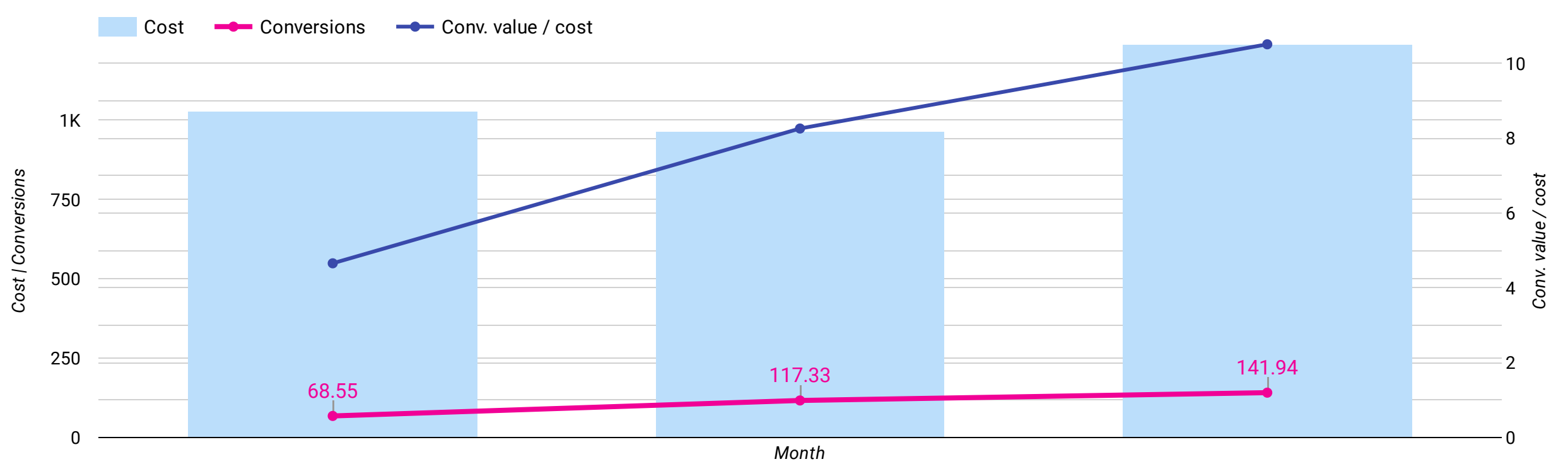
Targeted Keyword and Website Optimization

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

Before

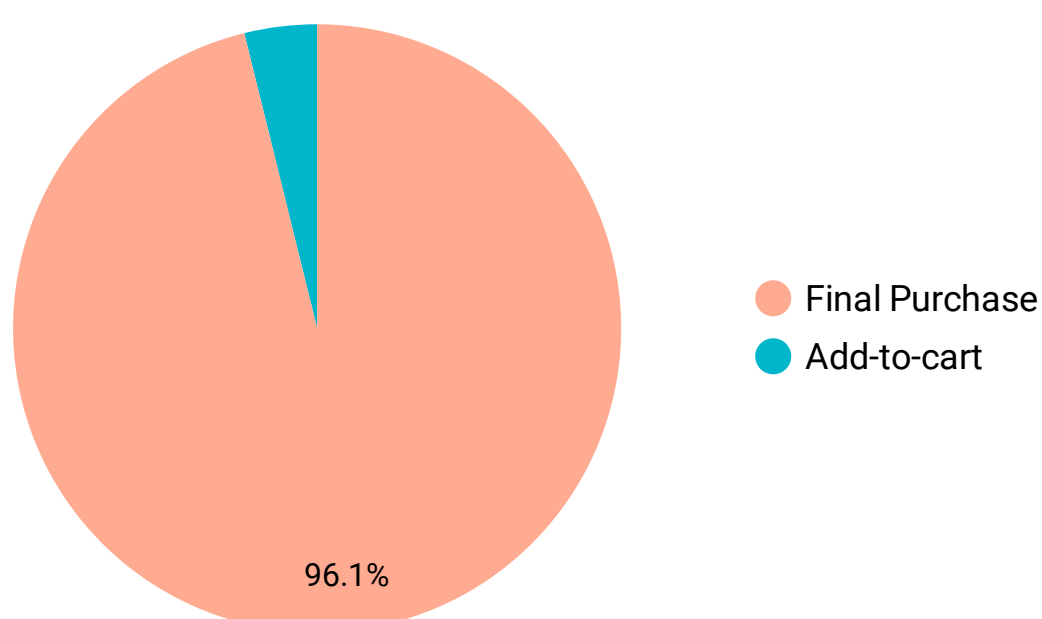


After

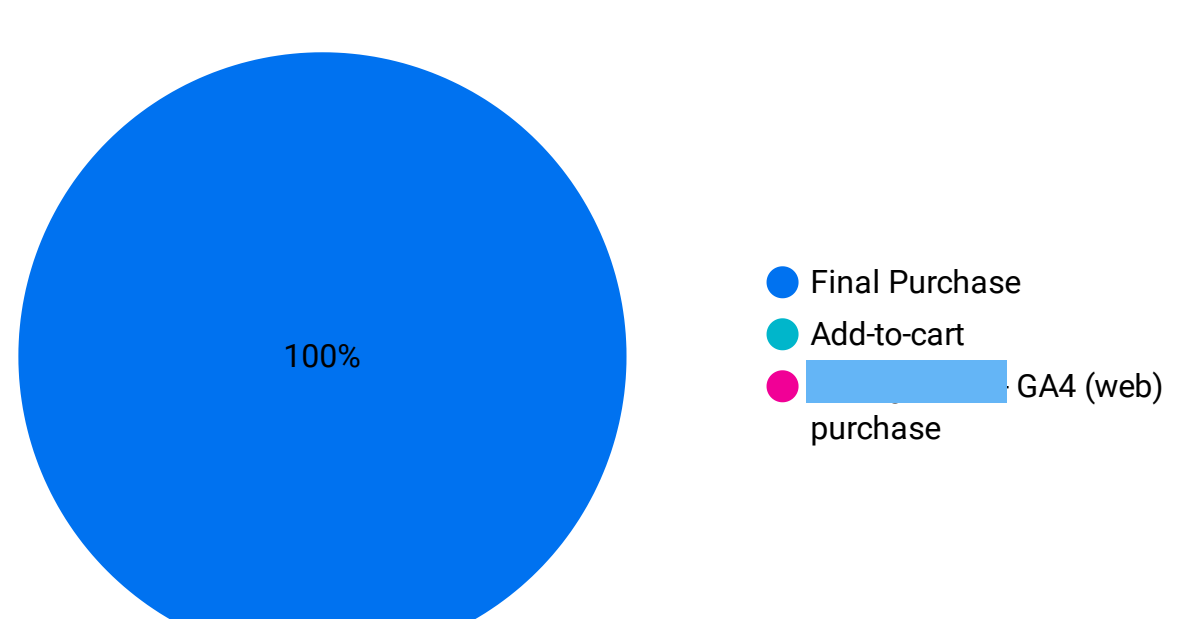


Conversions Actions

Before



After



Conversion Type Name	Conversions
1. Final Purchase	149.7
2. Add-to-cart	6

Conversion Type Name	Conversions
1. Final Purchase	327.82

Elevate Your Digital Presence with Our Expert Digital Marketing Team.