

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 client who offers unique cooking classes and private events in Toronto, tailored for all ages and dietary needs.

Campaigns Overview

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

Click Through Rate & Impression

by Clicks, CTR, and Impressions

Clicks	CTR	Impressions
8.51K	10.58%	80.41K

Conversion Rate & Cost

by Conversions Rate

Conversions	Cost / conv.	Conv. value / cost
254.11	\$13.47	42.26

Cost Per Click

by Cost, CPC, and Conversions

Cost	Avg. CPC	Total conv. value
\$3.42K	\$0.40	144.63K

Performance: After Our Strategy implementation [October to January 2024]

Clicks	CTR	Impressions
11.43K	13.71%	83.35K

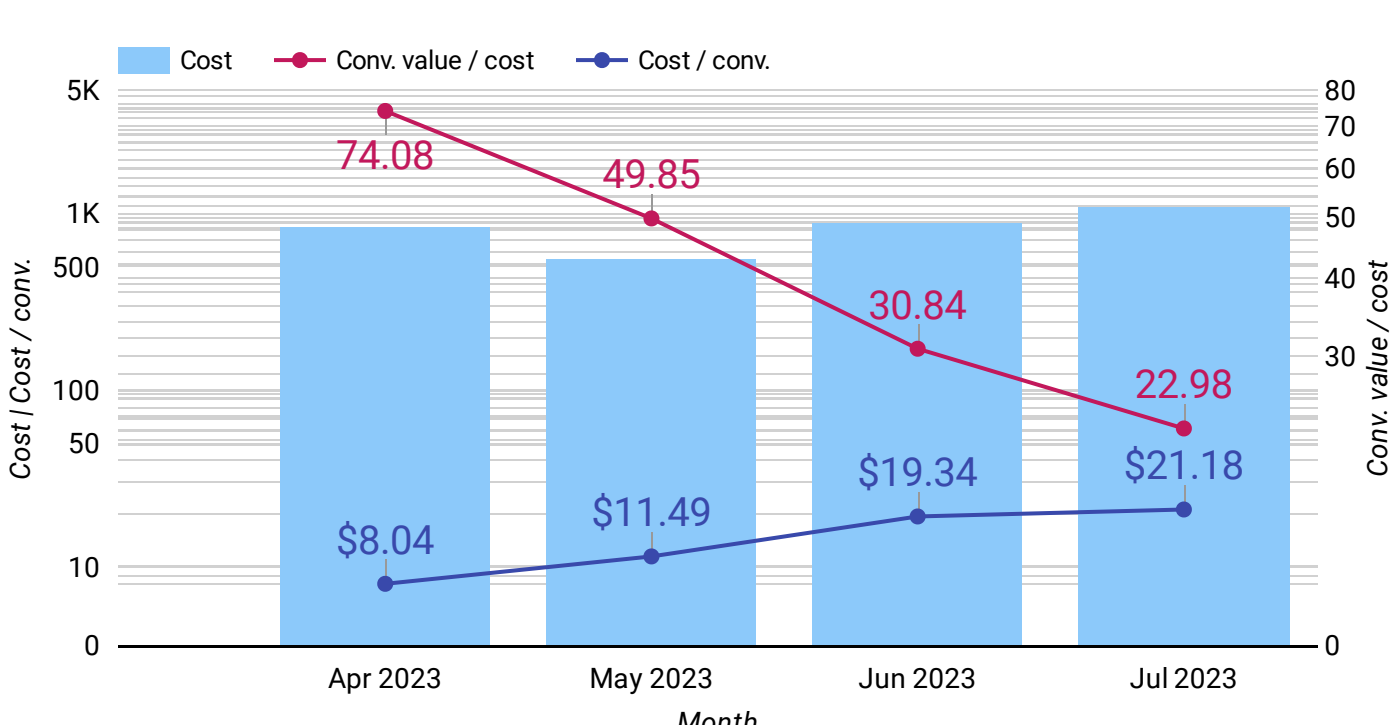
Conversions	Cost / conv.	Conv. value / cost
703.20	\$5.65	78.26

Cost	Avg. CPC	Total conv. value
\$3.97K	\$0.35	310.74K

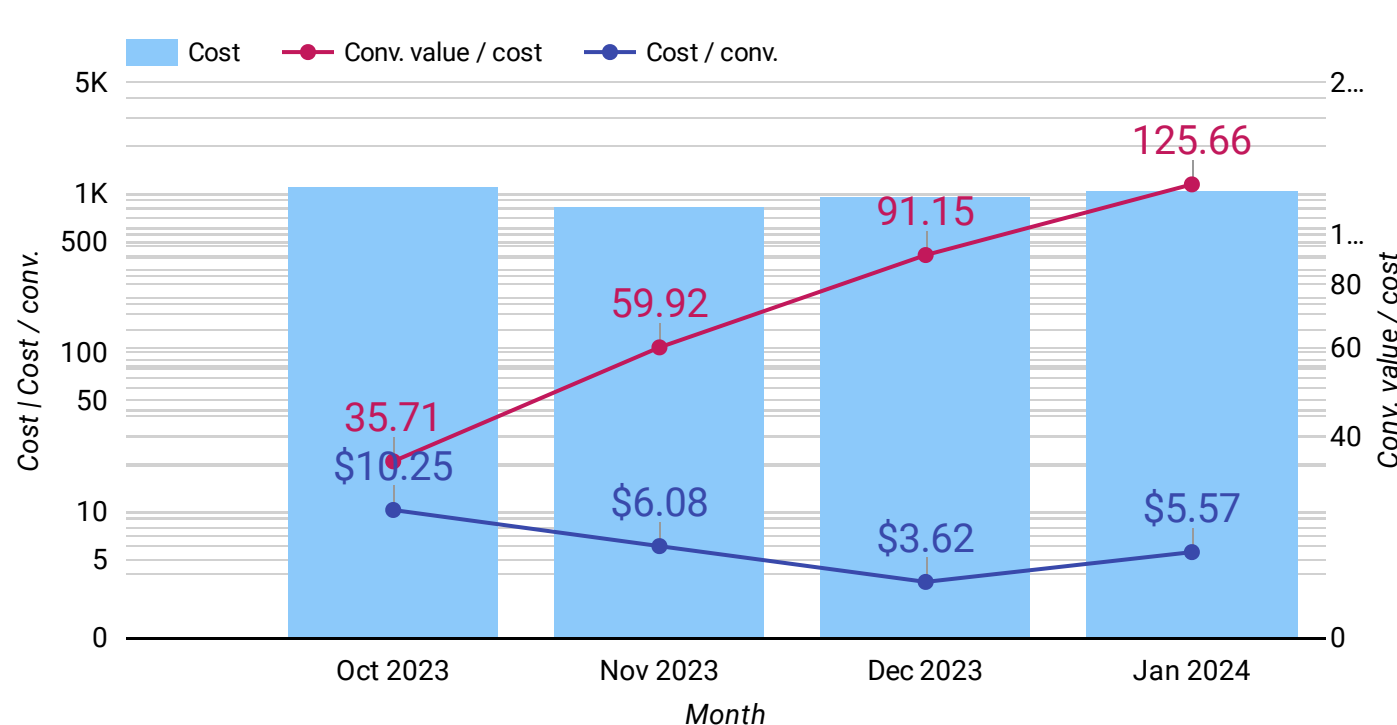
Cost and Conversion Trends Over Time

In our marketing campaign, we've effectively lowered cost/conv., leading to more conversions and return on investment.

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. Toronto	46,250	5,174	11.19%	\$0.43	168.98	\$13.21	\$2,232.44	43.29
2. Vaughan	5,783	993	17.17%	\$0.44	23	\$19.17	\$440.99	37.9
3.	4,539	565	133.93%	\$5.66	16.33	\$47.73	\$211.69	252.85
4. Richmond Hill	2,920	384	13.15%	\$0.3	18.98	\$6.09	\$115.58	100.6
5. Mississauga	4,743	277	5.84%	\$0.3	3.25	\$25.34	\$82.35	12.07
6. Markham	2,580	231	8.95%	\$0.35	3	\$27.29	\$81.87	9.94
7. Brampton	3,699	171	4.62%	\$0.28	2	\$23.54	\$47.08	22.68
8. Newmarket	1,095	97	8.86%	\$0.29	3	\$9.32	\$27.96	50.59
9. Oakville	1,364	93	6.82%	\$0.35	3	\$10.7	\$32.09	58.33
1... Burlington	1,644	90	5.47%	\$0.25	2.33	\$9.62	\$22.44	27.96

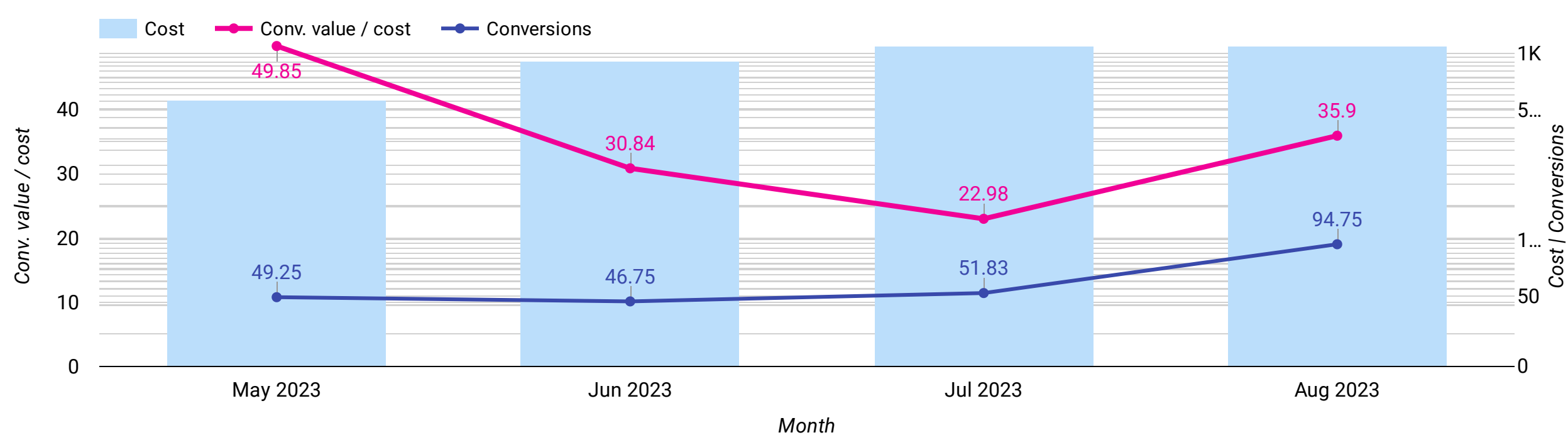
After

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost	ROAS
1. Toronto	43,908	6,939	15.8%	\$0.36	423.69	\$5.95	\$2,521.39	85.41
2. Vaughan	5,314	1,096	20.62%	\$0.36	78	\$5.12	\$398.95	65.52
3.	4,234	695	160.85%	\$3.49	35	\$63.46	\$227.01	532.87
4. Richmond Hill	2,478	426	17.19%	\$0.32	27.5	\$5.03	\$138.2	91.68
5. Mississauga	3,586	379	10.57%	\$0.3	25	\$4.59	\$114.68	63.08
6. Markham	2,422	285	11.77%	\$0.26	15.02	\$4.87	\$73.08	91.16
7. Oakville	1,711	205	11.98%	\$0.28	9	\$6.4	\$57.57	64.97
8. Brampton	2,104	201	9.55%	\$0.35	12	\$5.83	\$69.98	37.89
9. Newmarket	1,519	187	12.31%	\$0.29	9	\$6.09	\$54.81	55.71
1... Burlington	2,023	175	8.65%	\$0.26	10	\$4.62	\$46.19	68.71

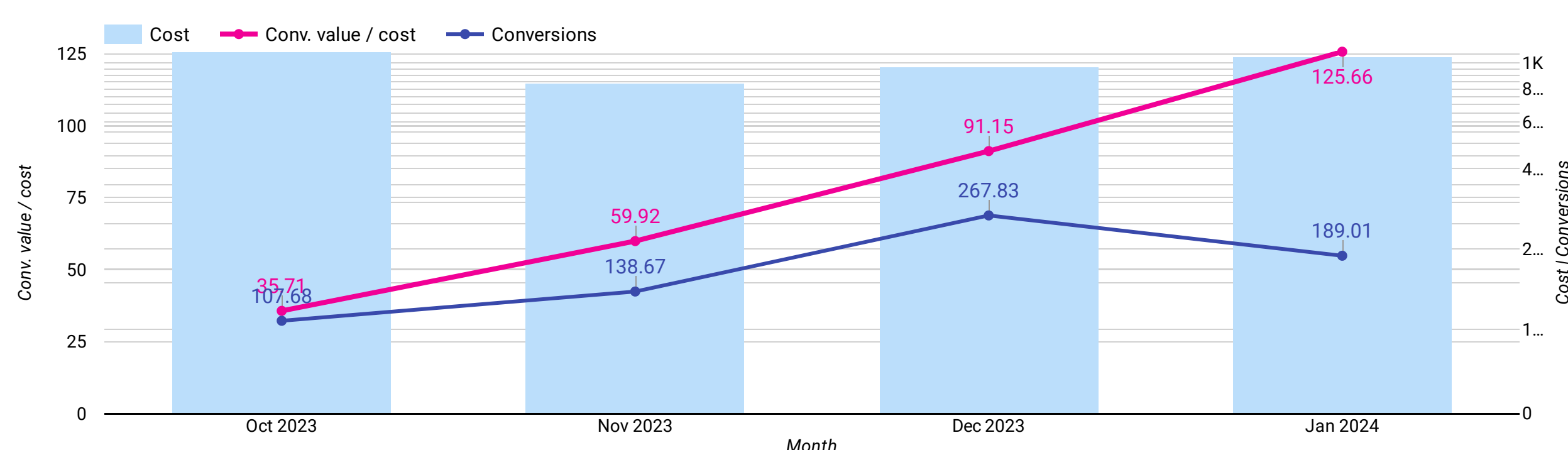
Campaigns Optimization

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

Before



After



Conversions Actions

Before

Conversion Type Name	Conversions
1... Purchase- Checkout	242.58

After

Conversion Type Name	Conversions
1... Purchase- Checkout	691.2
2... Local actions - Directions	5
3... Shopping Cart	5

Elevate Your Digital Presence with Our Expert Digital Marketing Team.