

<ppc.co/>

# Corp Security Co.

# SEM Case Study

info@ppc.co

www.ppc.co

# Campaign Results.

About Us 

In the first several months, we were able to garner 846 leads for this white label PPC client at a CPA of just \$36.86. The campaign targeted specific geo-locations in Texas and generated a conversion rate nearly 5x of the initial target goal of 3%. Instead, the account achieved a 14.80% conversion rate.

Campaign	Avg. CPC	Cost	Bid strategy type	Conv. rate	↓ Conversio	Cost / conv.
 11.13.23_LeadSearch_NonBranded	\$5.46	\$31,182.57	Maximize conversion	14.80%	846.00	\$36.86

The ad variant below has client details, but it generated the vast majority of the conversions for the campaign with 626.17, a conversion rate of 15.42% and a CPA below the account average of just \$32.57.

Ad	Cost	Conv. rate	↓ Conversio	Cost / conv.
<a href="#">S.E.A.L. Security Solutions   Houston Security Company   Houston Security Services +12 more</a> <a href="#">sealsecurity.com/security-guards/hire-today</a> S.E.A.L. Security Solutions Provides Armed, Highly Trained Security Guards for Your Needs. Get Affordable, Proactive Security Solutions from Houston's Elite Security Company. +2 more <a href="#">View assets details</a>	.89	15.42%	626.17	\$32.57

# Security Co. (Armed Security Guards Niche)

## Summary

Since November 2023, we have garnered 514 total conversions (leads) targeting only specific zip codes in Texas. Our conversion rate has been solid at 14.88% and cost per lead at just \$37.18. The campaign's CTRs have also performed well over an 8 month period to 9.06%.

## June 2023

All time Mar 7, 2002 – Jul 22, 2024														
<span>Add filter</span> <span>Search</span> <span>Segment</span> <span>Columns</span> <span>Reports</span> <span>Download</span> <span>Expand</span> <span>More</span>														
Campaign	Optimization score	Campaign type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Bid strategy type	Conv. rate	Conversions	Cost / conv.	
11.13.23_LeadSearch_NonBranded	89.2%	Search	3,455	38,144	9.06%	\$5.53	\$19,112.35	45.12%	84.11%	Maximize conversions	14.88%	514.00	\$37.18	
Total: All enabled campaigns	–	–	3,455	38,144	9.06%	\$5.53	\$19,112.35	45.12%	84.11%	–	14.88%	514.00	\$37.18	
Total: Account	–	–	3,455	38,144	9.06%	\$5.53	\$19,112.35	45.12%	84.11%	–	14.88%	514.00	\$37.18	

# THANK-YOU

Get In Touch →

Phone: +1 (877) 545-4769      Mail: [info@ppc.co](mailto:info@ppc.co)