

<ppc.co/>

Corp Security Co.

SEM Case Study


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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	↓ Conversions	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	↓ Conversions	Cost / conv.
S.E.A.L. Security Solutions Houston Security Company Houston Security Services +12 more sealsecurity.com/security-guards/hire-today 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 View assets details	.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

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Show last 30 days

Add filter													Search	Segment	Columns	Reports	Download	Expand	More	
Campaign	Optimization score	Campaign type	Clicks	Impressions	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Bid strategy type	Conversion rate	Conversions	Cost / conv.							
<div>11.13.23_LeadSearch_NonBranded</div>	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 →

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