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KUBOTA Dealership SEM Case Study

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Campaign Results.

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From June 2023 to June 2024, year over year (YoY) we increased the total number of conversions by 471.74 (567.07%). We also saw the average cost per conversion drop from \$51.27 to just \$2.29; 22.39x cheaper YoY. This allowed us to reduce our overall spend because we were able to increase the total value and reduce the cost per conversion. The conversion rate also increased from 2.42% to 37.12%. Additionally, by focusing on terms that drive conversions and aren't as competitive and broad, we reduced our CPC. from \$1.24 to \$0.85 per click.

TX KUBOTA Dealership (Tractor & Equipment Niche)

June 2023

Custom Jun 1 - 30, 2023 < > Show last 30 days													
Add filter													
Campaign	Optimization score	Campaign type	↓ Cli	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Bid strategy type	Conv. rate	Conversions	Cost / conv.
Display: 2023 Specials	93.7%	Display	1,999	177,128	1.13%	\$0.42	\$836.05	-	-	Maximize conversions	0.45%	9.00	\$92.89
Mower Display	78.3%	Display	1,114	149,175	0.75%	\$0.61	\$682.85	-	-	Maximize conversions	0.63%	7.00	\$97.55
Search: 2023 Specials: Mowers	71.5%	Search	673	6,616	10.17%	\$3.54	\$2,381.63	41.78%	91.96%	Maximize conversions (Target CPA)	9.96%	67.00	\$35.55
Search: 2023 Specials: Tractors	72.2%	Search	395	4,672	8.45%	\$3.23	\$1,277.29	40.70%	90.52%	Maximize conversions (Target CPA)	4.56%	18.00	\$70.96
RTV Special 2024	91.3%	Search	0	0	-	-	\$0.00	-	-	Maximize conversions (Target CPA)	0.00%	0.00	\$0.00
Total: All enabled ca...	-		4,181	337,591	1.24%	\$1.24	\$5,177.81	41.33%	91.37%		2.42%	101.00	\$51.27
Total: Account	-		4,181	337,591	1.24%	\$1.24	\$5,177.81	41.33%	91.37%		2.42%	101.00	\$51.27

June 2024

Last month Jun 1 - 30, 2024 < > Show last 30 days													
Add filter													
Campaign	Optimization score	Campaign type	↓ Cli	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Bid strategy type	Conv. rate	Conversions	Cost / conv.
Mower Display	78.3%	Display	624	47,672	1.31%	\$0.49	\$304.03	-	-	Maximize conversions	22.25%	138.84	\$2.19
Display: 2023 Specials	93.7%	Display	455	25,979	1.75%	\$0.58	\$264.06	-	-	Maximize conversions	66.61%	303.09	\$0.87
Search: 2023 Specials: Tractors	72.2%	Search	217	887	24.46%	\$1.73	\$375.02	46.77%	89.33%	Maximize conversions (Target CPA)	34.02%	73.82	\$5.08
Search: 2023 Specials: Mowers	71.5%	Search	116	524	22.14%	\$2.17	\$251.21	41.99%	86.13%	Maximize conversions (Target CPA)	42.24%	49.00	\$5.13
RTV Special 2024	91.3%	Search	110	3,284	3.35%	\$0.98	\$107.31	35.04%	91.45%	Maximize conversions (Target CPA)	7.27%	8.00	\$13.41
Total: All enabled ca...	-		1,522	78,346	1.94%	\$0.86	\$1,301.62	44.11%	88.36%		37.63%	572.74	\$2.27
Total: Account	-		1,562	78,478	1.99%	\$0.85	\$1,326.85	44.19%	87.73%		37.12%	579.74	\$2.29

THANK-YOU

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