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Commercial Water Chiller Co.

**SEM Case Study**

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# Campaign Results.

About Us ➔

We began working with this client in January '24 and have garnered 297.42 conversions at a CPA of just \$98.95 with a conversion rate above the target of 2-3%. This account has a conversion rate of 3.45%.

Prior to engaging with us, they had received just 69.53 in the year previous, had a conversion rate of 1.20% and the cost per conversion was more than 3x at a CPA of \$327.97.

# Commercial Air Water Chiller Co.

Before

Campaign	Conversions	Conv. rate	Impr. (Abs. Top) %	Impr. (Top) %	CTR	Bid strategy type	Cost / conv.
<small>Others #3</small>							
Total: All but removed campaigns i... <small>?</small>	69.53	1.20%	39.58%	76.43%	7.04%	<small>(target CPA)</small>	\$327.97
Total: Account <small>?</small>	69.53	1.20%	39.58%	76.43%	7.04%		\$327.97

After

Campaign	Conversions	Conv. rate	Impr. (Abs. Top) %	Impr. (Top) %	CTR	Bid strategy type	Cost / conv.
<small>?</small>  Cold Shot Chillers '24 Lead Gen	297.42	3.45%	31.61%	72.67%	10.94%	<small>Maximize conversion</small>	\$98.95

# THANK-YOU

Get In Touch →

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