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# Coastal Spray SEM Case Study

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# Executive Summary.

About Us ↗

Month-over-month we saw a significant increase in the overall number of conversions. This is due to the numerous changes made to the account, including the bid strategy type and updating the ad copy and adjusting the bids for Ages/Genders/Household Incomes, etc.

“Overall, we are thrilled with the results for the month of November and will continue to modify the campaigns to drive additional conversions at the lowest CPA possible!”

Spend	<b>\$324.33</b>
Clicks	<b>203 (131 previously)</b>
Average Click Through Rate (CTR)	<b>(CTR): 4.58%</b>
Impressions	<b>4,431 (1,815 previously)</b>
Average CPC	<b>\$1.60 (\$1.19 previously)</b>
Conversions	<b>26.02 (4 previously)</b>
Conversion Rate	<b>12.82% (3.05% previously)</b>
Cost / Conversion	<b>\$12.46 (\$38.87 previously)</b>

# COASTAL SPRAY (Industrial Ground Maintenance Niche)

## Summary

Year over year (YoY) for the month of June, we more than tripled the total number of conversions (4 vs. 14.51) and reduced the overall cost per conversion by more than 3x (\$94.59 vs. \$25.21). Additionally, the overall conversion rate saw an increase of more than 10x, going from 0.82% to 10.75%.

### June 2023

Custom Jun 1 - 30, 2023 < > Show last 30 days													
Add filter													
Campaign	Quality score	Campaign type	↓ Cli	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Bid strategy type	Conv. rate	Conversions	Cost / conv.
Right of Way Clearing	80.6%	Search	371	3,033	12.23%	\$0.68	\$254.05	8.11%	86.49%	Maximize conversions (Target CPA)	1.08%	4.00	\$63.51
General Remarketing	70.8%	Display	84	5,161	1.63%	\$1.10	\$92.54	—	—	Maximize conversions	0.00%	0.00	\$0.00
Tree Service	97.3%	Search	30	637	4.71%	\$1.02	\$30.62	9.05%	85.19%	Maximize clicks	0.00%	0.00	\$0.00
Vegetation Control	97.3%	Search	1	103	0.97%	\$1.14	\$1.14	16.67%	76.67%	Maximize clicks	0.00%	0.00	\$0.00
Total: All enabled ca...	—		486	8,934	5.44%	\$0.78	\$378.35	10.08%	84.08%		0.82%	4.00	\$94.59
Total: Account	—		486	8,934	5.44%	\$0.78	\$378.35	10.08%	84.08%		0.82%	4.00	\$94.59

### June 2024

Last month Jun 1 - 30, 2024 < > Show last 30 days													
Add filter													
Campaign	Quality score	Campaign type	↓ Cli	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Bid strategy type	Conv. rate	Conversions	Cost / conv.
General Remarketing	70.8%	Display	100	2,768	3.61%	\$1.06	\$105.99	—	—	Maximize conversions	6.51%	6.51	\$16.29
Right of Way Clearing	80.6%	Search	35	591	5.92%	\$7.42	\$259.65	20.64%	83.08%	Maximize conversions (Target CPA)	22.86%	8.00	\$32.46
Tree Service	97.3%	Search	0	28	0.00%	—	\$0.00	—	—	Maximize clicks	0.00%	0.00	\$0.00
Vegetation Control	97.3%	Search	0	0	—	—	\$0.00	—	—	Maximize clicks	0.00%	0.00	\$0.00
Total: All enabled ca...	—		135	3,387	3.99%	\$2.71	\$365.65	20.64%	83.08%		10.75%	14.51	\$25.21
Total: Account	—		135	3,387	3.99%	\$2.71	\$365.65	20.64%	83.08%		10.75%	14.51	\$25.21

# Campaign Results.

## Top Performing Audiences (Age, Gender, Household Income)

- 35-44 - 8.92 Conversions, \$5.58 CPA, 37.17% Conversion Rate
- Females - 20.15 Conversions, \$11.13 CPA, 14.29% Conversion Rate
- Lower 50% - 14.92 Conversions, \$12.71 CPA, 12.97% Conversion Rate



## Top Days of the Week for Conversions

- Wednesday - 6.05 conversions, \$7.51 CPA, 20.87% conversion rate
- Sunday - 5 conversions, \$5.32 CPA, 50% conversion rate



# Campaign Results.

## Top Performing Locations

- California, United States - 17.20 conversions, \$8.63 CPA, 17.38% conversion rate
- Kentucky, United States - 3.87 conversions, \$3.56 CPA, 17.38% conversion rate



## Example Monthly Changes & Recommendations

Bid adjustments were made to the Audience segmentations for Ages/Genders/Household Incomes as well as the days of the week that had performed well in November (Wednesday/Sunday).

We also made positive bid adjustments to our location targeting in California and Kentucky, as they had driven the majority of conversions at the lowest CPAs for the month of November.

# THANK-YOU

Get In Touch →

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