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# Case

# Studies



# KUBOTA Dealership (Tractor & Equipment Niche)

## Summary

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.

### June 2023

Custom Jun 1 – 30, 2023 < > Show last 30 days													
Add filter													
Search Segment Columns Reports Download Expand More													
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													
Search Segment Columns Reports Download Expand More													
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

# Industrial Ground Maintenance Services Firm

## 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													
Search Segment Columns Reports Download Expand More													
Campaign	Adimization score	Campa 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													
Search Segment Columns Reports Download Expand More													
Campaign	Adimization score	Campa 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

# Texas Armed Security Guard Company

## 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	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																

Expert PPC Management Services

# Contact



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