

Case Study for a Lice Removal Treatment NJ



Challenge

The main challenge of the account was to increase Conversions and to lower down the Cost per conversion.

Client Problems Earlier

- Spending More With Almost No Conversions
- Complaints Regarding Optimization

Reason For Low Performance Observed By Us

- No Negative keywords added
- No Ad Extension
- No Call Tracking

Solution & Process

Followed By Us

We rebuilt (PPC) campaigns from scratch, segmenting the campaigns by time of day and ad groups by services, then fully optimized all campaigns.

We've also set up call tracking numbers that allowed a level of conversion analysis that was unprecedented for our client. Using call tracking numbers and a third-party application, we can clearly segment phone call conversions originating from AdWords mobile ads versus call conversions originating from landing pages. This gives us complete attribution for all conversion types within the campaigns and concrete cost-per-acquisition and ROI numbers for our client.

Steps taken -

1. Adding All types of Extensions
2. Bid And Optimization
3. Added irrelevant Keywords As Negatives
4. We requested client to show up some offer something unique/different/better on landing page that will attract users.

Results

We were able to achieve higher conversions and click through rate with more efficient ad spend.

Overall, conversions has been increased from 175 in Jan to 238 in March.

Month ↑	Clicks ▼	Impressions ▼	CTR ▼	Avg. CPC ▼	Cost ▼	Avg. position ▼	Conversions ▼
Jan 2019	3,116	27,461	11.35%	\$0.27	\$840.77	2.69	175.00
Feb 2019	4,114	156,674	2.63%	\$1.01	\$4,171.07	1.61	189.00
Mar 2019	5,966	179,809	3.32%	\$0.39	\$2,297.83	1.08	238.00