

Case Study Report

Campaign	Campaign type	Avg. CPV	Cost	Impr.	Interactions	Interaction rate	Avg. cost	↓ Conver	Cost / conv.	Conv. rate	CTR	Bid strategy type
+NEW PHRASE National- Quality- Cabinets/Design - new LP EX - KOC - National LP - New URL's - Q1/2020 #LG	Search	-	US\$1,124.25	15,651	1,071 Clicks	6.84%	US\$1.05	10.00	US\$112.42	0.93%	6.84%	CPC (enhanced)
+NEW PHRASE National- Quality- Cabinets/Design - new LP	Search	-	US\$104.93	2,170	100 Clicks	4.61%	US\$1.05	1.00	US\$104.93	1.00%	4.61%	CPC (enhanced)
+New Video	Video	US\$0.02	US\$60.60	4,759	2,728 views	57.32%	US\$0.02	0.00	US\$0.00	0.00%	0.04%	Manual CPV
+Phrase Broward Quality- Cabinets/Design/Renovation NEW LP	Search	-	US\$0.00	0	0	-	-	0.00	US\$0.00	0.00%	-	CPC (enhanced)
KOC - Display - RM - New National LP - Q1/2020	Display	-	US\$260.20	75,964	386 Clicks	0.51%	US\$0.67	0.00	US\$0.00	0.00%	0.51%	CPC (enhanced)
+PHRASE Miami Quality- Cabinets/Design/Renovation NEW LP - Nov 2020	Search	-	US\$0.00	0	0	-	-	0.00	US\$0.00	0.00%	-	CPC (enhanced)
Total: All enabled campaigns		US\$0.02	US\$1,549.98	98,544	4,285 Clicks, views	4.35%	US\$0.36	11.00	US\$140.91	0.26%	1.58%	
Total: Account		US\$0.02	US\$2,603.87	106,809	4,715 Clicks, views	4.41%	US\$0.55	25.00	US\$104.15	0.53%	1.86%	

IN NOV 2020

- Impr - 106809
- Clicks - 4715
- CTR - 1.58%
- Cost - US\$2603
- Conversion - 25
- Cost/conversion - US\$104.15

Current Budget - US\$117 Per Day

Campaign	Optimisation score	Campaign type	Avg. CPV	Cost	Impr.	Interactions	Interaction rate	Avg. cost	↓ Conver	Cost / conv.	Conv. rate	Bid strategy type
+PHRASE Miami Quality- Cabinets/Design/Renovation NEW LP - Nov 2020	73.5%	Search	–	US\$2,428.46	8,405	702 Clicks	8.35%	US\$3.46	34.00	US\$71.43	4.84%	CPC (enhanced)
+NEW PHRASE National- Quality- Cabinets/Design - new LP EX - KOC - National LP - New URLs - Q1/2020 #LG	63.4%	Search	–	US\$879.91	12,098	815 Clicks	6.74%	US\$1.08	8.00	US\$109.99	0.98%	CPC (enhanced)
+Phrase Broward Quality- Cabinets/Design/Renovation NEW LP	65.7%	Search	–	US\$219.89	1,087	72 Clicks	6.62%	US\$3.05	6.00	US\$36.65	8.33%	CPC (enhanced)
+NEW PHRASE National- Quality- Cabinets/Design - new LP	70.3%	Search	–	US\$219.82	3,481	203 Clicks	5.83%	US\$1.08	5.00	US\$43.96	2.46%	CPC (enhanced)
+New Video	–	Video	US\$0.02	US\$44.09	3,222	2,546 engagements	79.02%	US\$0.02	0.00	US\$0.00	0.00%	Manual CPV
KOC - Display - RM - New National LP - Q1/2020	63%	Display	–	US\$152.06	19,013	130 Clicks	0.68%	US\$1.17	0.00	US\$0.00	0.00%	CPC (enhanced)
Total: All enabled campaigns			US\$0.02	US\$3,944.24	47,306	4,468 Clicks, engagements	9.44%	US\$0.88	53.00	US\$74.42	1.19%	
Total: Account			US\$0.02	US\$3,944.24	47,306	4,468 Clicks, engagements	9.44%	US\$0.88	53.00	US\$74.42	1.19%	

IN JUNE 2021

- Impr - 47306
- Clicks - 4468
- CTR - 4.07%
- Cost - US\$3944
- Conversion - 53
- Cost/conversion - US\$74.42

Summary

When we started to work on this account the cost per conversion was too high and the conversion rate is not good also the bad CTR was like a Nightmare, we have done keywords research, market analysis, audience analysis, and then set up new ads, we have used different bid strategies and run experiments to find the right one, We have also created landing pages and done A/B Testing. Now you can check the final results.