













Case Study Report

Campaign	Budget	Status	Optimization score	Impr.	↑ Interact	Avg. CPC	CTR	Cost	Conversions	Cost / conv.	Conv. rate	Interaction rate	Avg. cost
All enabled campaigns			—	72,562	2,172 clicks	₪2.70	2.99%	₪5,854.73	181.00	₪32.35	8.33%	2.99%	₪2.70
Israel e	₪250.00/day	Eligible	64.4%	1,658	115 clicks	₪4.22	6.94%	₪485.62	5.00	₪97.12	4.35%	6.94%	₪4.22
Israel+h	₪300.00/day	Eligible	61.1%	2,551	223 clicks	₪6.53	8.74%	₪1,455.99	18.00	₪80.89	8.07%	8.74%	₪6.53
level 2 - Bulgaria	₪64.00/day	Paused	—	9,635	270 clicks	₪1.61	2.80%	₪435.30	19.00	₪22.91	7.04%	2.80%	₪1.61
level 1	₪280.00/day	Paused	—	31,490	728 clicks	₪2.41	2.31%	₪1,757.89	43.00	₪40.88	5.91%	2.31%	₪2.41
level 3 - Priority - South Africa	₪170.00/day	Eligible (Limited by budget)	—	19,259	758 clicks	₪1.93	3.94%	₪1,466.24	78.00	₪18.80	10.29%	3.94%	₪1.93
Total: All enabled campaigns			—	72,562	2,172 clicks	₪2.70	2.99%	₪5,854.73	181.00	₪32.35	8.33%	2.99%	₪2.70
Total: Account	₪3,049.00/day		—	72,562	2,172 clicks	₪2.70	2.99%	₪5,854.73	181.00	₪32.35	8.33%	2.99%	₪2.70

IN APRIL 2021

- Impr - 72562
- Clicks - 2172
- CTR - 2.99%
- Cost - ₪5854
- Conversion - 181
- Cost/conversion - ₪32.35

Current Budget - ₪3,049.00/day

Campaign	Budget	Status	Optimization score	Impr.	↑ Interact	Avg. CPC	CTR	Cost	Conversion	Cost / conv.
Enabled campaigns			—	736,240	13,766 clicks, engagements	₺2.14	1.87%	₺29,397.44	1,320.00	₺22.27
 level 1 - Germany	₺230.00/day 	Eligible	64.9%	22,569	807 clicks	₺1.95	3.58%	₺1,571.09	86.00	₺18.27
 level 3 - Priority - Italy	₺250.00/day 	Eligible	—	33,219	978 clicks	₺1.86	2.94%	₺1,822.87	105.00	₺17.36
 level 3 - Priority - South Africa	₺170.00/day 	Eligible (Limited by budget) 	—	18,195	1,133 clicks	₺1.64	6.23%	₺1,855.35	241.00	₺7.70
 Israel e	₺250.00/day 	Eligible	64.4%	152,982	1,409 clicks	₺2.89	0.92%	₺4,078.55	117.00	₺34.86
 level 3 - Priority - Italy Language - Final	₺200.00/day 	Eligible	74.1%	176,882	2,422 clicks	₺1.13	1.37%	₺2,742.40	149.00	₺18.41
Total: All enabled campaigns			—	736,240	13,766 clicks, engagements	₺2.14	1.87%	₺29,397.44	1,320.00	₺22.27
Total: Account 	₺3,049.00/day		—	736,240	13,766 clicks, engagements	₺2.14	1.87%	₺29,397.44	1,320.00	₺22.27

IN OCT 2021

- Impr - 736240
- Clicks - 13766
- CTR - 1.87%
- Cost - ₺29394
- Conversion - 1320
- Cost/conversion - ₺22.27

Total cost in this time - ₺100,555.50,
Total leads - 3,883.0

Summary

When we started to work on this account the cost per conversion was too high and the conversion rate is not good we have done keywords research, market analysis, audience analysis, and then set up new ads, The main task for this account that this is an immigration service client and they want to target people in some countries like israel, uk, switzerland, south africa etc but they don't want to target indian people in UK which is not possible as google don't have this intelligence so we done our research and target the specific audience by changing the ads, landing page, audience settings etc and finally target the right people and generate the leads for this client. We never use the same strategy for every business first we understand the business and then we take our final step.