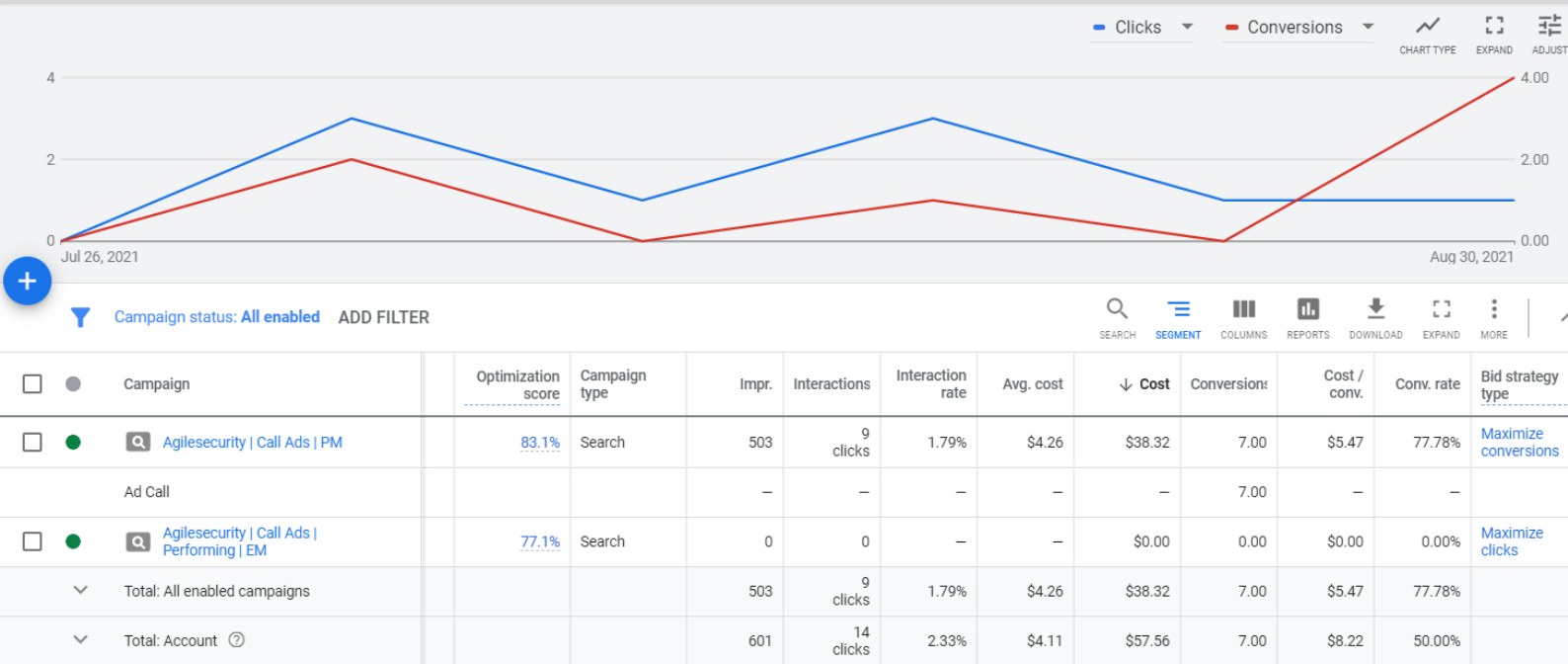
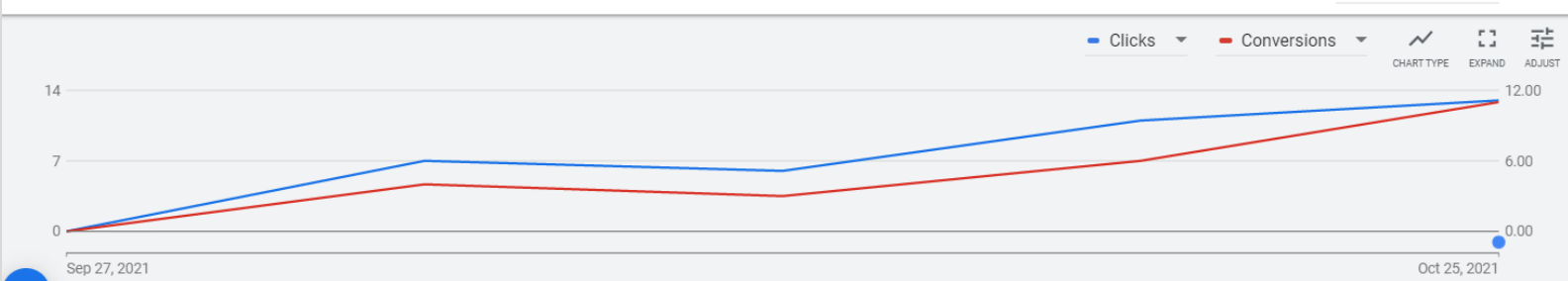


# Case Study Report



## IN AUGUST 2021

- Impr - 601
- Clicks - 14
- CTR - 2.33%
- Cost - \$57.56
- Conversion - 7
- Cost/conversion - \$8.22



Campaign status: All enabled ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Campaign	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost	Conversion:	Cost / conv.	Conv. rate	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	Agilesecurity   Call Ads   PM	83.1%	Search	1,323	23 clicks	1.74%	\$14.59	\$335.67	18.00	\$18.65	78.26%	1.74%
		Ad Call			-	-	-	-	-	18.00	-	-	-
<input type="checkbox"/>	<input checked="" type="radio"/>	Agilesecurity   Call Ads   Performing   EM	77.1%	Search	956	14 clicks	1.46%	\$6.47	\$90.63	6.00	\$15.10	42.86%	1.46%
		Ad Call			-	-	-	-	-	6.00	-	-	-
		▼ Total: All enabled campaigns			2,279	37 clicks	1.62%	\$11.52	\$426.29	24.00	\$17.76	64.86%	1.62%
		▼ Total: Account ⓘ			2,279	37 clicks	1.62%	\$11.52	\$426.29	24.00	\$17.76	64.86%	1.62%

# IN OCT 2021

- Impr - 2279
- Clicks - 37
- CTR - 1.62%
- Cost - \$426.29
- Conversion - 24
- Cost/conversion - \$17.76

## Summary

When we started to work on this account the conversion rate was not good client wanted to spend more for more conversions he gave us the target cost per conversion around \$18 but he only wants more conversions, we have done keywords research, market analysis, audience analysis, and then set up new ads, we have used call ads according to the business and clients comfort as he is comfortable to receive the calls but not contact forms.