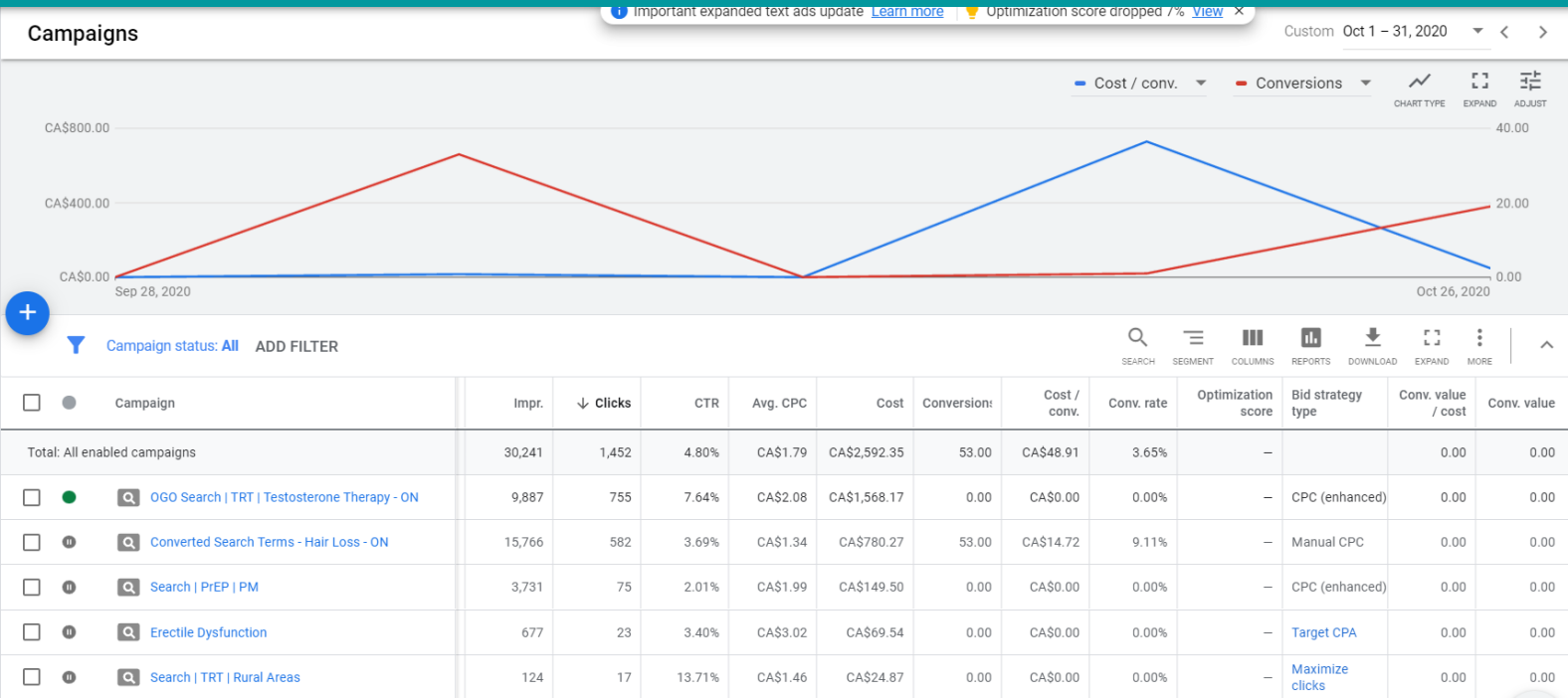


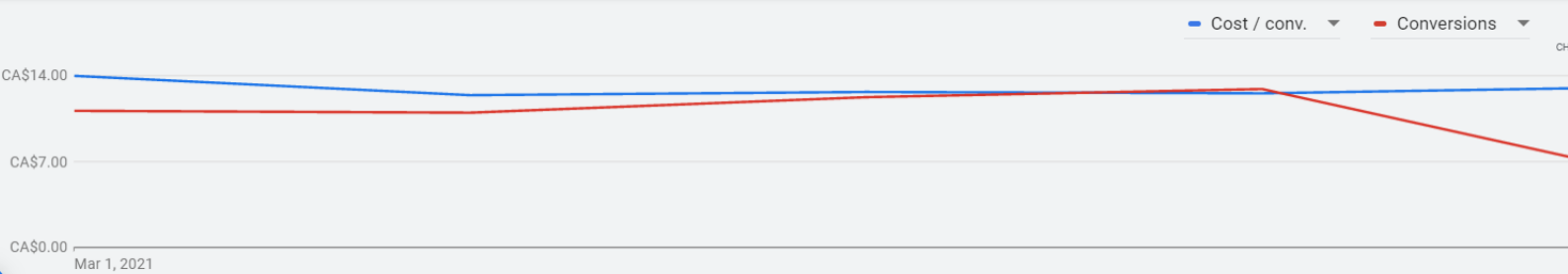
Case Study Report



IN OCT 2020

- Impr - 30,241
- Clicks - 1452
- CTR - 4.80%
- Cost - ca\$2592.35
- Conversion - 53
- Cost/conversion - CA\$48.91

Current Budget - \$45,144/Month



Campaign status: All ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD

Campaign	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversion	Cost / conv.	Conv. rate	Optimization score	Bid strategy type
Total: All enabled campaigns	42,659	2,458	5.76%	CA\$2.39	CA\$5,862.90	454.40	CA\$12.90	18.49%	-	
Converted Search Terms - Hair Loss - ON	20,722	1,109	5.35%	CA\$2.41	CA\$2,670.59	179.00	CA\$14.92	16.14%	-	Manual CPC
OGO Search TRT Testosterone Therapy - ON	17,802	1,099	6.17%	CA\$2.19	CA\$2,404.84	197.66	CA\$12.17	17.99%	-	CPC (enhanced)
Search TRT #2 Testing RLSA	4,135	250	6.05%	CA\$3.15	CA\$787.47	77.74	CA\$10.13	31.10%	-	Maximize conversions

IN MARCH 2021

- Impr - 42,659
- Clicks - 2458
- CTR - 5.76%
- Cost - ca\$5862.90
- Conversion - 454.40
- Cost/conversion - CA\$12.90

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, 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.