

Case Study for a Family & Community Industry



Our Objective

Make Search Marketing affordable for every Entrepreneur and Small Business. We help our customers increase their web traffic and sales, helping them grow their business nationally or globally.

Our Approach

- Proper Keyword Research.
- Changed Bidding Strategy.
- Added new ads in the ad-groups.

Results

- Conversions have increased from **184.00** to **365.95**

- Conv. Rate has increased from **9.99%** to **10.85%**

- Cost/Conv. has decreased from **\$16.66** to **\$9.90**

Month ↑	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
Nov 2021	184.00	\$16.66	9.99%
Dec 2021	249.40	\$15.04	10.73%
Jan 2022	364.95	\$9.90	10.85%