

Case Study for a Jobs & Education 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.

Results

- Conversions have increased from **23.00** to **54.33**

- Conv. Rate has increased from **1.97%** to **5.74%**

- Cost/Conv. has decreased from **\$86.28** to **\$37.65**

Month ↑	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
Jun 2021	23.00	\$86.28	1.97%
Jul 2021	38.00	\$52.12	4.34%
Aug 2021	54.33	\$37.65	5.74%