

Case Study for a Real Estate Industry



Our Objective

To make Search Marketing affordable to individual Entrepreneurs and SMEs. Help our clients increase their web traffic and sales which will help them grow their Business.

Our Approach

- Proper keyword research and keyword bid optimization.
- Changed bidding strategy to get the best results.

Results

- Avg CPC has decreased from **\$7.17** to **\$2.53**

- Conversions have increased from **4** to **10**

- Cost/Conv has decreased from **\$467.79** to **\$195.52**

Month ↑	Avg. CPC ▼	Conversions ▼	Cost / conv. ▼
Jan 2022	\$4.03	3.00	\$467.79
Feb 2022	\$1.83	7.00	\$195.52