



GOOGLE ADS

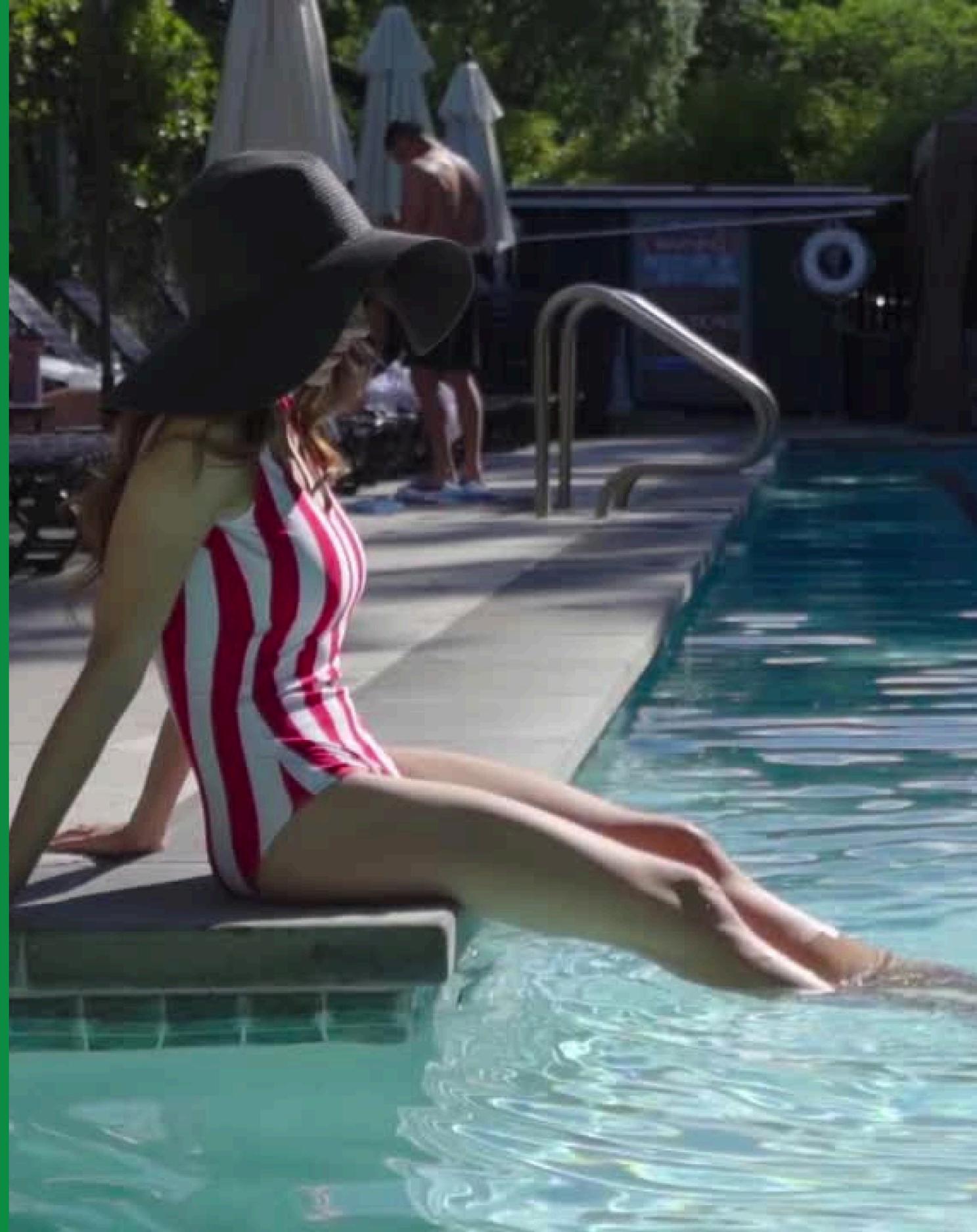
Case Study

Lead Generation



Introduction

- **Industry:** Pool Construction & Remodeling
- **Budget:** \$1500/M
- **Target Location:** Florida, US



CHALLENGES

<input type="checkbox"/>	<input type="radio"/>	Campaign ↓	Budget	Status	Optimisation score	Impr.	Clicks	Cost	All conv.	Conversions	Cost / conv.	Phone calls	Campaign type
<input type="checkbox"/>	<input checked="" type="radio"/>	SRCH_\$1500/M	US\$25.00/day	Eligible (Limited) Limited by budget	100%	1,931	105	US\$426.22	19.00	14.00	US\$30.44	17	Search
<input type="checkbox"/>	<input checked="" type="radio"/>	Remarketing	US\$5.00/day	Eligible	100%	10,385	77	US\$56.53	2.00	1.00	US\$56.53	1	Display
<input type="checkbox"/>	<input checked="" type="radio"/>	Call Ads	US\$30.00/day	Eligible (Limited) Limited by budget	100%	1,436	53	US\$735.33	19.53	17.53	US\$41.94	19	Search
Total: All enabled ca...					—	13,752	235	US\$1,218.08	40.53	32.53	US\$37.44	37	

32

Conversions

\$37

CPA

37

Phone Calls

STRATEGY



Point 1

Non-performing ads
were paused with low
CTR



Point 2

Negative keywords
were added



Point 3

Mobile device bids
adjustments has been
done

RESULTS

Campaign status: All enabled ADD FILTER													
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE													
<input type="checkbox"/>	<input type="radio"/>	Campaign ↓	Budget	Status	Optimisation score	Impr.	Clicks	Cost	All conv.	Conversions	Cost / conv.	Phone calls	Campaign type
<input type="checkbox"/>	<input checked="" type="radio"/>	SRCH_\$1500/M	US\$25.00/day	Eligible (Limited) Limited by budget	100%	5,158	288	US\$1,181.05	102.60	65.60	US\$18.00	61	Search
<input type="checkbox"/>	<input checked="" type="radio"/>	Remarketing	US\$5.00/day	Eligible	100%	0	0	US\$0.00	0.00	0.00	US\$0.00	0	Display
<input type="checkbox"/>	<input checked="" type="radio"/>	Call Ads	US\$30.00/day	Eligible (Limited) Limited by budget	100%	911	32	US\$262.30	16.00	12.00	US\$21.86	13	Search
Total: All enabled ca...					—	6,069	320	US\$1,443.35	118.60	77.60	US\$18.60	74	

77

Conversion

\$18

CPA

74

Phone Calls