CASE: SERVICE OF AUTOMATED USABILITY ANALYSIS FOR WEBSITES AND APPS (SAAS)

TOOL: GOOGLE ADS

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INTRODUCTORY INFORMATION

- Line of business: service of automated usability analysis for websites and apps (SaaS)

- Tool: Google Ads

- Location: Europe

- Cooperation period: 12 months

- Goal: registration

RESULTS

- Results: 23 310 registrations

- Average cost per lead: €4.3

- Total expenses: €101,080

WORK PROCESS ON THE PROJECT

- Interviewing on the project between the customer and the team

- Forming a general promotion strategy, KPI approval

- Recommendations for the website improvement: conversion, the technical part, usability

- Analysis of the main competitors, as well as their advertising campaigns

- Implementation of advertising campaign settings in Google Ads: formation of the advertising account structure and main points of its building, collection of the semantic core and negative keywords, ad copies and extensions writing, choosing the right optimization strategies, setting up a tracking template.

WORK PROCESS ON THE PROJECT

- Implementation of settings in Google Analytics: formation of the Analytics account structure and main points of its building, code installation on the website, setting up tracking, testing, and uploading conversions to the Google Ads account for further optimization.

- Setting up Google Optimize for A/B testing of landing pages

- Multi-level verification by team specialists (project manager, team leader, CMO)

- Consultation on the structure and settings before the ad account launch

- Budget and ad bids set, and the start of advertising campaigns

- Work on project optimization: regular analysis and collection of statistical data, conducting experiments, tracking KPIs, and constant work to improve results.

- Reporting in Google Data Studio

RESULT OF WORK OF ADVERTISING IN GOOGLE ADS

	Session Google Ads campaign	Sessions	Engaged sessions	Google Ads clicks	Google Ads cost	Google Ads cost per click	Conversions signing up pro ▾
		623,393	264,680	848,620	€100,812.33	€0.12	23,310.00
1		60,339	28,850	86,844	€2,448.50	€0.03	7,597.00
2		18,739	13,276	9,361	€4,743.70	€0.51	4,268.00
3		71,918	33,313	120,843	€2,538.90	€0.02	1,572.00
4		6,303	4,228	3,915	€2,284.53	€0.58	1,435.00
5		7,862	5,138	4,632	€2,167.47	€0.47	1,390.00
6		57,917	23,745	74,062	€18,121.05	€0.24	1,093.00
7		26,013	9,610	30,848	€2,281.62	€0.07	1,030.00
8		45,628	20,232	57,802	€5,787.18	€0.10	742.00
9		16,792	7,884	18,559	€4,624.79	€0.25	626.00
10		18,160	8,795	24,165	€2,875.77	€0.12	527.00

We are a team of experienced digital marketers and we provide effective promotion of your business in **Google, Bing, Yelp, Facebook, TikTok and SMM**.

My team and I are looking for projects to apply our long-term expertise in digital marketing and offer some of the best terms on the market, as well as increased **Google promo codes up to $500 and Bing coupons up to $250**.

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GOOGLE PREMIER PARTNERS**

**MARKETING PARTNER OF
MICROSOFT ADS (BING + YAHOO)**

**FACEBOOK (META)
BUSINESS PARTNER**

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