

CASE: MOVING SERVICES

TOOL: GOOGLE ADS

INTRODUCTORY INFORMATION

- Line of business: moving services
- Tool: Google Ads
- Location: Maryland, USA
- Cooperation period: 6 months
- Goal: submitting a form on the site/calls

RESULTS

- Results: 1578 leads
- Average cost per lead: \$28
- Total expenses: \$44,325



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.
- 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

Campaign / Campaign ID ?	Acquisition					Behavior			Conversions All Goals	
	Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Goal Conversion Rate ?	Goal Completions ?	
	10,484 <small>% of Total: 100.00% (10,484)</small>	\$44,325.13 <small>% of Total: 100.00% (\$44,325.13)</small>	\$4.23 <small>Avg for View: \$4.23 (0.00%)</small>	7,803 <small>% of Total: 53.39% (14,614)</small>	9,118 <small>% of Total: 48.91% (18,641)</small>	1.13% <small>Avg for View: 2.90% (-61.00%)</small>	2.82 <small>Avg for View: 3.08 (-8.31%)</small>	17.31% <small>Avg for View: 15.93% (8.62%)</small>	1,578 <small>% of Total: 53.13% (2,970)</small>	
1. Search - Moving & Packing - General	2,493 (23.78%)	\$15,013.11 (33.87%)	\$6.02	2,146 (27.12%)	2,490 (27.31%)	0.72%	2.96	20.36%	507 (32.13%)	
2. Search - Moving & Packing - Service Areas	1,301 (12.41%)	\$9,161.16 (20.67%)	\$7.04	1,124 (14.21%)	1,232 (13.51%)	0.89%	3.13	29.38%	362 (22.94%)	
3. Search - Moving & Packing - Commercial	939 (8.96%)	\$6,951.70 (15.68%)	\$7.40	823 (10.40%)	891 (9.77%)	1.23%	3.08	27.95%	249 (15.78%)	
4. Performance Max - Maryland	2,370 (22.61%)	\$4,011.96 (9.05%)	\$1.69	1,473 (18.62%)	1,812 (19.87%)	2.21%	2.74	11.42%	207 (13.12%)	
5. Display - Remarketing	914 (8.72%)	\$2,407.04 (5.43%)	\$2.63	620 (7.84%)	675 (7.40%)	0.30%	2.63	11.11%	75 (4.75%)	
6. Search - Moving & Packing - Service Areas	213 (2.03%)	\$1,803.57 (4.07%)	\$8.47	190 (2.40%)	211 (2.31%)	0.00%	3.39	30.81%	65 (4.12%)	
7. Search - Moving & Packing - Commercial	141 (1.34%)	\$1,470.87 (3.32%)	\$10.43	131 (1.66%)	140 (1.54%)	0.71%	3.21	31.43%	44 (2.79%)	
8. Search - Moving & Packing - General	140 (1.34%)	\$1,205.23 (2.72%)	\$8.61	118 (1.49%)	178 (1.95%)	0.56%	2.98	18.54%	33 (2.09%)	
9. Display - Remarketing	153 (1.46%)	\$205.13 (0.46%)	\$1.34	105 (1.33%)	106 (1.16%)	0.00%	2.75	16.04%	17 (1.08%)	
10. Search - Competitors (B) - Maryland	98 (0.93%)	\$745.04 (1.68%)	\$7.60	82 (1.04%)	91 (1.00%)	2.20%	2.51	13.19%	12 (0.76%)	



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