

# **CASE: APPLIANCE REPAIR**

TOOL: GOOGLE ADS

# INTRODUCTORY INFORMATION

- Line of business: appliance repair
- Tool: Google Ads
- Location: Florida, USA
- Cooperation period: 6 months
- Goal: website form submission, calls

## RESULTS

- Results: 1288 leads
- Average cost per lead: \$58
- Total expenses: \$74,738



# 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
- The features of this topic are taken into account for passing Google moderation.
- 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				Behaviour			Conversions	
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages/Session	Goal Conversion Rate	Goal Completions
	20,118 <small>% of Total: 100.00% (20,118)</small>	US\$74,738.02 <small>% of Total: 100.00% (US\$74,738.02)</small>	US\$3.71 <small>Avg for View: US\$3.71 (0.00%)</small>	16,260 <small>% of Total: 79.36% (20,488)</small>	20,483 <small>% of Total: 75.79% (27,025)</small>	42.71% <small>Avg for View: 45.96% (-7.08%)</small>	2.58 <small>Avg for View: 2.47 (4.69%)</small>	6.29% <small>Avg for View: 6.59% (-4.58%)</small>	1,288 <small>% of Total: 72.32% (1,781)</small>
1.	6,146 (30.55%)	US\$18,629.40 (24.93%)	US\$3.03	5,242 (30.45%)	6,408 (31.28%)	41.99%	2.69	7.44%	477 (37.03%)
2.	6,084 (30.24%)	US\$33,776.66 (45.19%)	US\$5.55	5,138 (29.85%)	6,168 (30.11%)	42.98%	2.65	6.31%	389 (30.20%)
3.	3,068 (15.25%)	US\$8,917.20 (11.93%)	US\$2.91	2,550 (14.81%)	2,948 (14.39%)	41.11%	2.47	6.04%	178 (13.82%)
4.	2,548 (12.67%)	US\$6,403.24 (8.57%)	US\$2.51	2,307 (13.40%)	2,698 (13.17%)	40.44%	2.39	4.82%	130 (10.09%)
5.	1,293 (6.43%)	US\$5,841.70 (7.82%)	US\$4.52	1,055 (6.13%)	1,234 (6.02%)	43.68%	2.85	6.89%	85 (6.60%)
6.	593 (2.95%)	US\$578.54 (0.77%)	US\$0.98	552 (3.21%)	604 (2.95%)	55.13%	2.15	3.97%	24 (1.86%)
7.	365 (1.81%)	US\$531.31 (0.71%)	US\$1.46	325 (1.89%)	369 (1.80%)	54.20%	1.98	1.08%	4 (0.31%)
8.	0 (0.00%)	US\$0.00 (0.00%)	US\$0.00	25 (0.15%)	25 (0.12%)	96.00%	1.00	4.00%	1 (0.08%)



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