

CASE: CLEANING SERVICES

TOOL: GOOGLE ADS

INTRODUCTORY INFORMATION

- Line of business: cleaning services
- Tool: Google Ads
- Location: Colorado, USA
- Cooperation period: 3 months
- Goal: website form submission, calls

RESULTS

- Results: 818 leads
- Average cost per lead: \$11.3
- Total expenses: \$9,242



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.
- 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.



WORK PROCESS ON THE PROJECT

- Google Optimize set up for the landing pages A/B-testing
- 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	Leads (Goal 4 Conversion Rate)	Leads (Goal 4 Completions)
	8,605 <small>% of Total: 100.00% (8,605)</small>	US\$9,242.95 <small>% of Total: 100.00% (US\$9,242.95)</small>	US\$1.07 <small>Avg for View: US\$1.07 (0.00%)</small>	6,545 <small>% of Total: 87.62% (7,470)</small>	7,917 <small>% of Total: 87.88% (9,009)</small>	79.35% <small>Avg for View: 78.28% (1.37%)</small>	1.22 <small>Avg for View: 1.28 (-4.70%)</small>	10.33% <small>Avg for View: 9.24% (11.88%)</small>	818 <small>% of Total: 98.32% (832)</small>
1.	4,894 (56.87%)	US\$3,926.06 (42.48%)	US\$0.80	3,833 (56.61%)	4,447 (56.17%)	78.52%	1.17	12.03%	535 (65.40%)
2.	2,224 (25.85%)	US\$3,095.75 (33.49%)	US\$1.39	1,743 (25.74%)	2,074 (26.20%)	78.01%	1.30	10.37%	215 (26.28%)
3.	728 (8.46%)	US\$1,141.11 (12.35%)	US\$1.57	583 (8.61%)	681 (8.60%)	83.85%	1.36	5.29%	36 (4.40%)
4.	515 (5.98%)	US\$357.93 (3.87%)	US\$0.70	398 (5.88%)	461 (5.82%)	90.02%	1.11	1.30%	6 (0.73%)
5.	241 (2.80%)	US\$721.03 (7.80%)	US\$2.99	201 (2.97%)	240 (3.03%)	73.75%	1.36	9.58%	23 (2.81%)
6.	3 (0.03%)	US\$1.07 (0.01%)	US\$0.36	1 (0.01%)	1 (0.01%)	100.00%	1.00	0.00%	0 (0.00%)



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