

CASE: TRANSFER SERVICE

TOOL: GOOGLE ADS

INTRODUCTORY INFORMATION

- Line of business: premium transfer service
- Tool: Google Ads
- Location: California, USA
- Cooperation period: 6 months
- Goal: site form submission/calls/online booking

RESULTS

- Results: 5862 leads
- Average cost per lead: \$35
- Total expenses: \$201,822



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

<input type="checkbox"/>	Campaign	Budget	Optimisation score	Campaign type	Interactions	Interaction rate	Avg. cost	↓ Cost	Impr.	Bid strategy type	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
Total: Campaigns in your current workspace					35,205 Clicks, engagements	3.01%	US\$5.73	US\$201,822.16	1,171,465		33,918	16.65%	5,862.00	US\$5.95	US\$34.43
<input type="checkbox"/>	Report Provider	US\$700.00/day	–	Search	10,281 Clicks	4.10%	US\$7.51	US\$77,166.65	250,770	Maximise clicks	10,281	28.07%	2,885.40	US\$7.51	US\$26.74
<input type="checkbox"/>	Search for Service	US\$500.00/day	–	Search	3,317 Clicks	4.55%	US\$7.87	US\$26,100.07	72,875	Maximise clicks	3,317	30.13%	999.50	US\$7.87	US\$26.11
<input type="checkbox"/>	US\$340.00/day	US\$340.00/day	100%	Search	4,894 Clicks	10.51%	US\$4.96	US\$24,281.78	46,552	CPC (enhanced)	4,894	5.28%	258.40	US\$4.96	US\$93.97
<input type="checkbox"/>	Search for	US\$500.00/day	–	Search	2,468 Clicks	5.31%	US\$8.86	US\$21,862.66	46,441	Maximise clicks	2,468	37.69%	930.10	US\$8.86	US\$23.51
<input type="checkbox"/>	US\$250.00/day	US\$250.00/day	95.8%	Search	2,697 Clicks	13.74%	US\$7.51	US\$20,262.26	19,630	CPC (enhanced)	2,697	9.00%	242.73	US\$7.51	US\$83.48
<input type="checkbox"/>	Avg. US\$125.00/day in Airport US\$250.00/day used...	US\$125.00/day	100%	Search	1,745 Clicks	11.57%	US\$7.09	US\$12,377.91	15,081	CPC (enhanced)	1,745	12.01%	209.60	US\$7.09	US\$59.05
<input type="checkbox"/>	US\$370.00/day	US\$370.00/day	–	Search	620 Clicks	11.02%	US\$5.05	US\$3,131.84	5,625	Maximise conversions (Target CPA)	620	6.05%	37.50	US\$5.05	US\$83.52
<input type="checkbox"/>	US\$150.00/day	US\$150.00/day	99.3%	Search	411 Clicks	10.22%	US\$6.68	US\$2,744.74	4,022	CPC (enhanced)	411	8.37%	34.40	US\$6.68	US\$79.79
<input type="checkbox"/>	Avg. US\$25.00/day in Бюджет "Максим... US\$50.00/day used ...	US\$25.00/day	80.9%	Search	669 Clicks	10.99%	US\$3.72	US\$2,488.89	6,090	Maximise conversions (Target CPA)	669	2.42%	16.20	US\$3.72	US\$153.63
<input type="checkbox"/>	US\$50.00/day	US\$50.00/day	81.5%	Performance Max	4,758 Clicks, engagements	1.56%	US\$0.42	US\$2,006.59	304,560	Maximise conversions	3,471	0.92%	44.00	US\$0.58	US\$45.60
<input type="checkbox"/>	Avg. US\$125.00/day in Airport US\$250.00/day used...	US\$125.00/day	99.3%	Search	323 Clicks	16.94%	US\$4.92	US\$1,588.98	1,907	CPC (enhanced)	323	6.35%	20.50	US\$4.92	US\$77.51
<input type="checkbox"/>	US\$200.00/day	US\$200.00/day	–	Search	253 Clicks	11.81%	US\$5.99	US\$1,514.70	2,142	Maximise conversions (Target CPA)	253	7.62%	19.27	US\$5.99	US\$78.62
<input type="checkbox"/>	US\$5.00/day	US\$5.00/day	–	Display	479 Clicks	0.28%	US\$2.37	US\$1,134.56	170,825	Maximise conversions	479	2.51%	12.00	US\$2.37	US\$94.55
<input type="checkbox"/>	Avg. US\$25.00/day in Бюджет "Максим... US\$50.00/day used ...	US\$25.00/day	80.1%	Search	162 Clicks	12.63%	US\$6.10	US\$988.04	1,283	Maximise conversions (Target CPA)	162	6.17%	10.00	US\$6.10	US\$98.80
<input type="checkbox"/>	US\$350.00/day	US\$350.00/day	–	Search	482 Clicks	0.60%	US\$2.00	US\$965.53	79,775	Maximise clicks	482	9.34%	45.00	US\$2.00	US\$21.46
<input type="checkbox"/>	US\$370.00/day	US\$370.00/day	–	Search	203 Clicks	13.26%	US\$2.66	US\$540.13	1,531	CPC (enhanced)	203	2.66%	5.40	US\$2.66	US\$100.02



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