

# Google Ads case study

## Project - Disaster restoration

### Project Goal

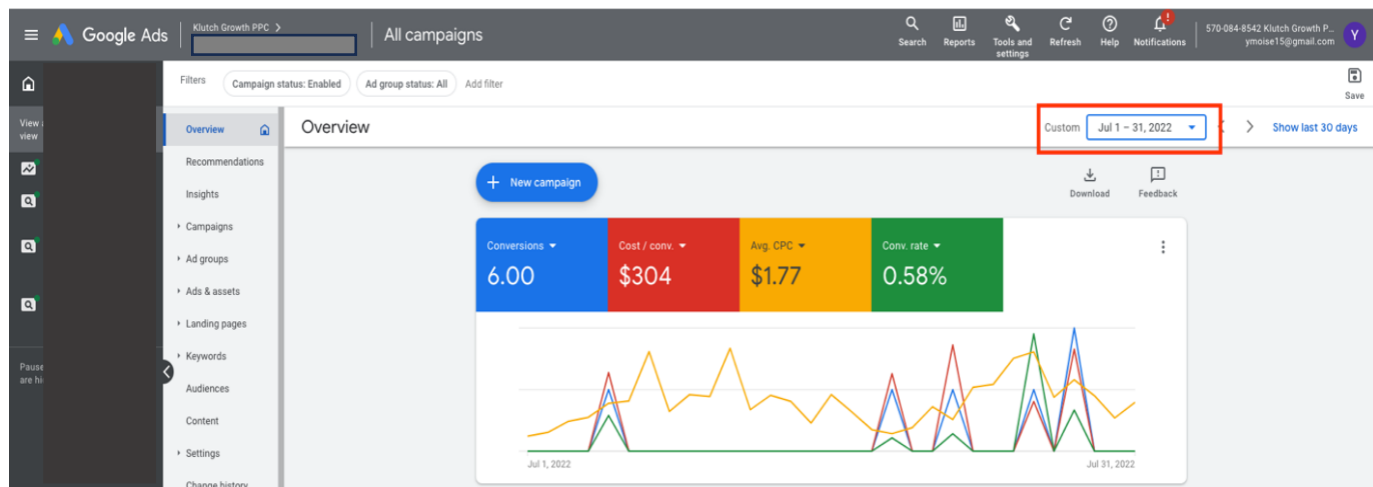
- Project: Disaster restoration
- Region: Dallas, Texas
- Main goals: Increase number of conversions while decreasing the cost per conversion.

### Results

#### Main metrics of the account results before optimization

July 1<sup>st</sup>, 2022- July 31<sup>st</sup>, 2022

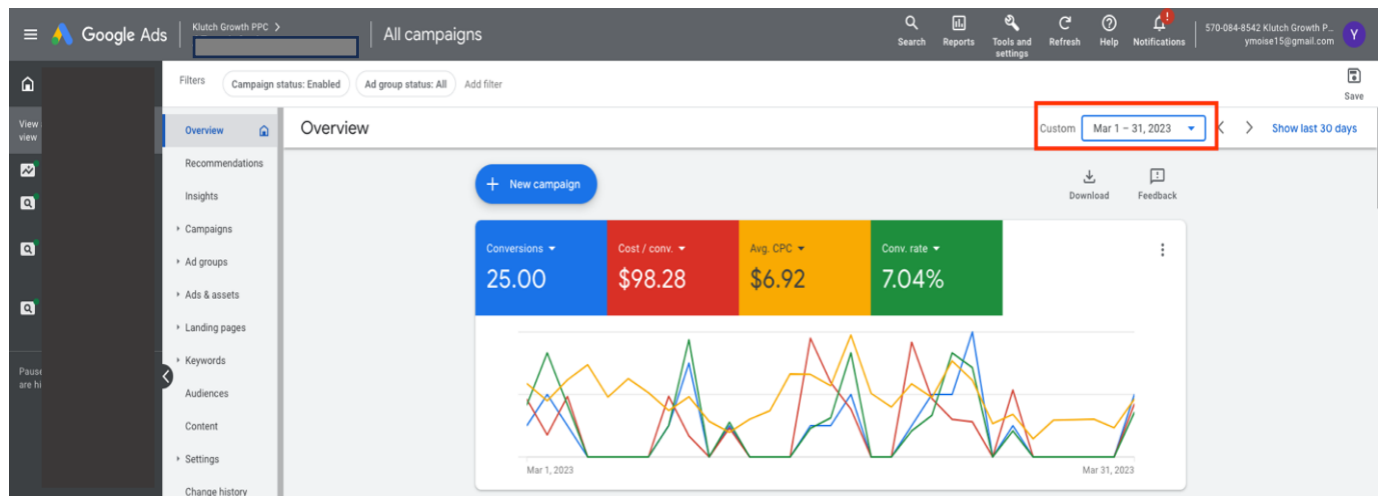
- Ad spend: \$1820/month | **Conversions: 6** | Cost per conversion- \$304 | **Conversion rate – 0.58%**



## Main metrics of the account results after optimization

March 1<sup>st</sup>, 2023- March 31<sup>st</sup>, 2023

- Ad spend- \$2460/month | **Conversions- 25** | Cost per conversion- 98.28 | **Conversion rate – 7.04%**



## Project - Electrician

### Project Goal

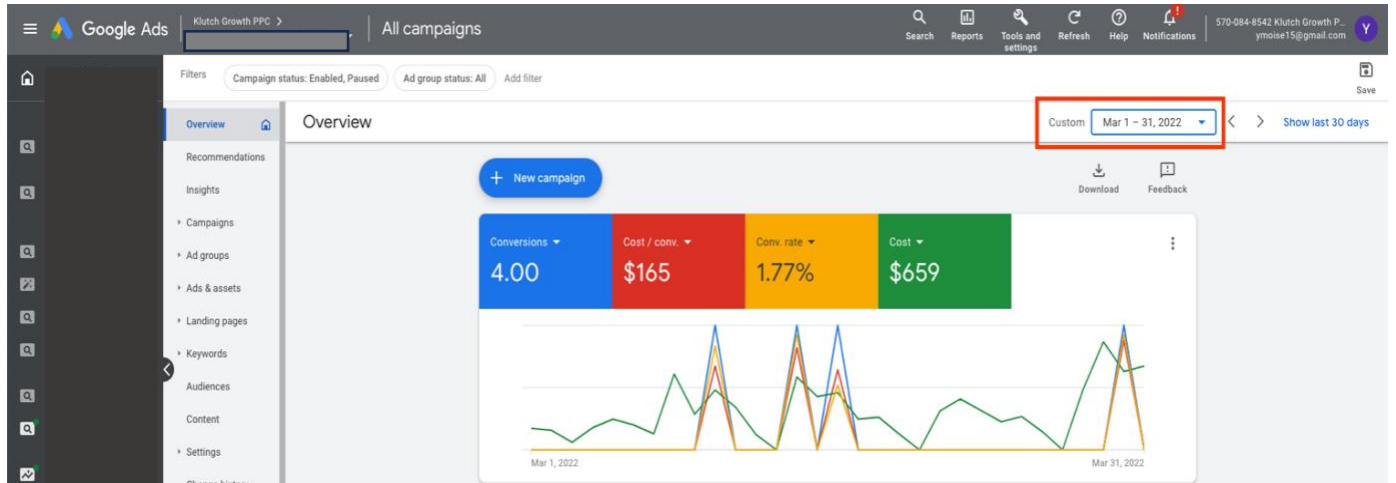
- Project: Electrician
- Region: Las Vegas, Nevada
- Main goals: Increase number of conversions.

## Results

### Main metrics of the account results before optimization

March 1<sup>st</sup>, 2022- March 31<sup>st</sup>, 2022

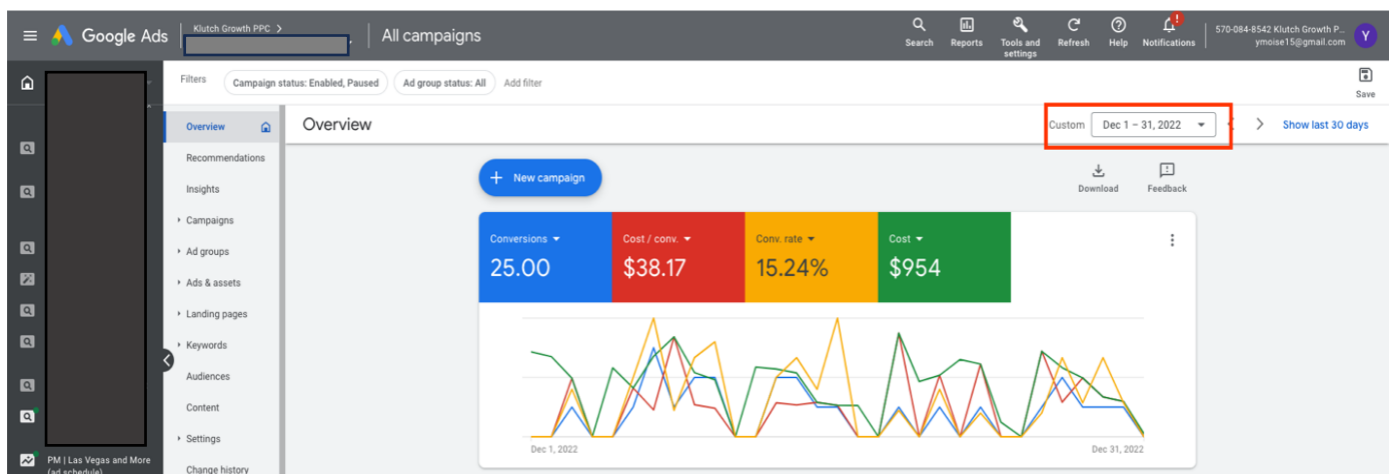
- Ad spend- \$659/month | **Conversions- 4** | Cost per conversion- 165 | **Conversion rate – 1.77%**



### Main metrics of the account results after optimization

December 1<sup>st</sup>, 2022- December 31<sup>st</sup>, 2022

- Ad spend- \$954/month | **Conversions- 25** | Cost per conversion – 38.17 | **Conversion rate – 15.24%**



## Project - Wallpaper store/ Interior designer

### Project Goal

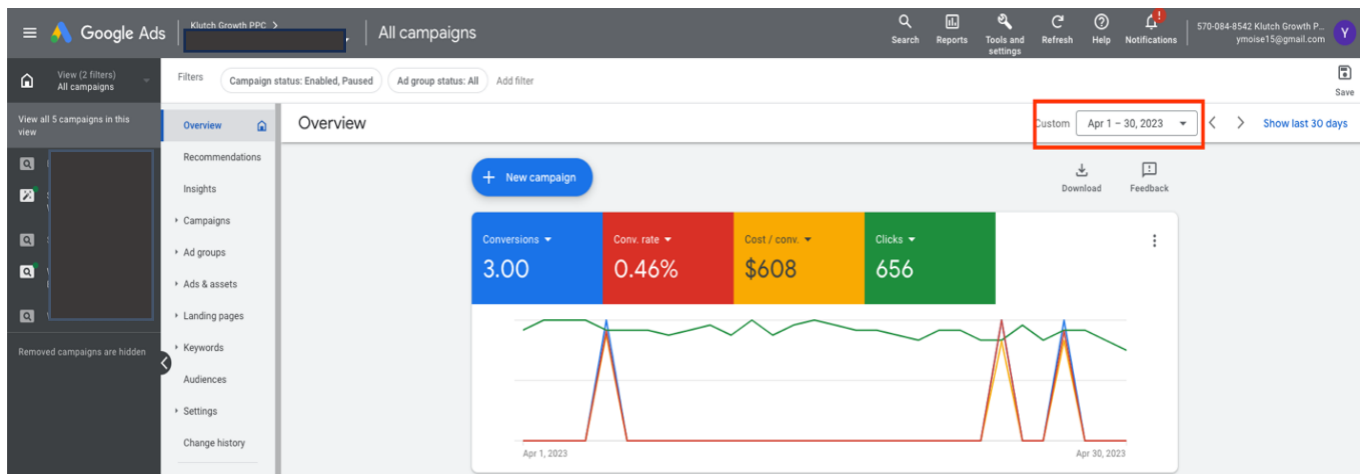
- Project: Wallpaper store and interior designer
- Region: Dallas, Texas
- Main goals: Increase number of store visitors, phones calls and Conversion rates.

### Results

#### Main metrics of the account results before optimization

April 1<sup>st</sup>, 2023- April 30<sup>th</sup>, 2023

- Ad spend- \$1820/month | **Conversions- 3** | Cost per conversion- \$608 | **Conversion rate – 0.46%**



## Main metrics of the account results after optimization

May 1<sup>st</sup>, 2023- May 31<sup>st</sup>, 2023

- Ad spend- \$1860/month | **Conversions- 190** | Cost per conversion- \$9.79 | **Conversion rate – 12.03%**

