

Google Ads

GOOGLE ADS

CASE STUDIES



ETHRIVE
MARKETING

We get cost-effective orders from our AdWords spend every day and the number of orders continues to grow, **increasing at 15% a year**

Wiggly Wigglers

Steps to Reach The Top

Timeline of your marketing campaign

First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

Second Step

Tracking code setup and implementation so we can track conversions on your campaign.

Third Step

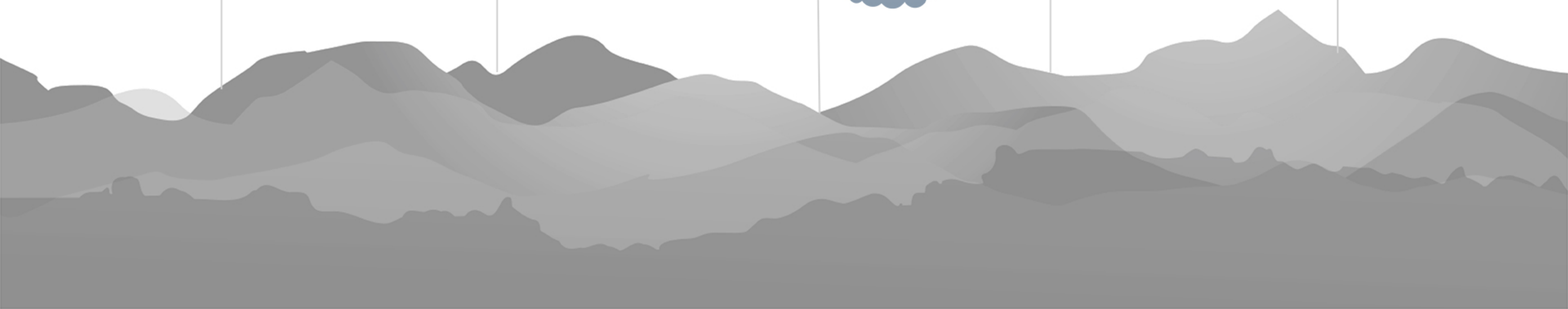
Next, we select keywords, write compelling ad copy, select valuable ad extensions, and build a campaign structure.

Fourth Step

It's go time. Now that you have reviewed the PPC campaigns, it's time to enable them.

Fifth Step

A team of certified AdWords/Bing experts will optimize your account to gradually improve performance and ROI.



Problem

The customer wanted to generate more leads for his local air condition business. He was not getting enough business to keep his team busy all day. He was used to paying around \$200 per lead using Yelp and Yellow Pages advertising.

Solution

We decided to run a Google Ads campaign to target people looking for air condition service and repair searches in the local area. We were able to get him better qualified leads for \$69 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

140%





savings on lead cost

\$69

cost per lead

41%

conversion rate

| <input type="checkbox"/> | <input type="radio"/> | Campaign | Budget [?] | Status [?] | Clicks [?] | Impr. [?] | CTR [?] | Avg. CPC [?] | Cost [?] ↓ | Avg. Pos. [?] | Conversions [?] | Cost / conv. [?] | Conv. rate [?] | Search Impr. share [?] | Search Lost IS (budget) [?] |
|--------------------------|----------------------------------|---|--|--|---------------------|--------------------|------------------|-----------------------|---------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------------|--------------------------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> |  AC Service/Repair (Optimized) | \$352.25/day <input checked="" type="checkbox"/> | Limited by budget [?]  | 603 | 21,363 | 2.82% | \$26.80 | \$16,163.06 | 1.7 | 227.00 | \$71.20 | 37.65% | 60.93% | 29.11% |
| <input type="checkbox"/> | <input checked="" type="radio"/> |  Call Only Ads (Optimized) | \$404.31/day <input checked="" type="checkbox"/> | Limited by budget [?]  | 219 | 21,470 | 1.02% | \$33.25 | \$7,282.15 | 1.6 | 112.00 | \$65.02 | 51.14% | 61.23% | 25.43% |
| | | Total - all enabled campaigns | | | 822 | 42,833 | 1.92% | \$28.52 | \$23,445.21 | 1.7 | 339.00 | \$69.16 | 41.24% | 61.08% | 27.27% |

Problem

The customer wanted to generate more leads for her local dog training and daycare business. She was only generating leads from local referrals and networking events. She was struggling because she didn't have a steady stream of new leads coming in on a daily basis.

Solution

We decided to run a Google Ads campaign to target people looking for dog training and daycare searches in the local area. We were able to get her a steady stream of qualified leads for \$43 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

3.14%




click through rate

\$43

cost per lead

15%

conversion rate

| <input type="checkbox"/> | ● ↓ | Campaign | Budget ? | Status ? | Clicks ? | Impr. ? | CTR ? | Avg. CPC ? | Cost ? | Avg. Pos. ? | Conversions ? | Cost / conv. ? | Conv. rate ? | Search Impr. share ? |
|--------------------------------------|-----|--|--|--|--------------|----------------|--------------|---------------|--------------------|-------------|-----------------|----------------|---------------|----------------------|
| <input type="checkbox"/> | ● |  Dog Trainer | \$61.43/day <input checked="" type="checkbox"/> | Limited by budget <input type="checkbox"/> | 5,983 | 210,132 | 2.85% | \$7.45 | \$44,593.56 | 1.3 | 888.00 | \$50.22 | 14.84% | 64.14% |
| <input type="checkbox"/> | ● |  Dog Boarding/Daycare | \$55.91/day <input checked="" type="checkbox"/> | Limited by budget <input type="checkbox"/> | 1,401 | 45,933 | 3.05% | \$5.20 | \$7,283.25 | 2.0 | 131.00 | \$55.60 | 9.35% | 33.01% |
| <input type="checkbox"/> | ● |  Dog Trainer - New | \$303.84/day <input checked="" type="checkbox"/> | Eligible | 1,426 | 24,546 | 5.81% | \$3.83 | \$5,461.94 | 1.7 | 134.00 | \$40.76 | 9.40% | 61.71% |
| Total - all enabled campaigns | | | | | 8,810 | 280,611 | 3.14% | \$6.51 | \$57,338.75 | 1.4 | 1,153.00 | \$49.73 | 13.09% | 57.05% |

Problem

The customer wanted to generate more leads for their international moving business. They ran an ads campaign in the past and were generating leads for \$450 per lead. Even though this lead cost was profitable for them, it was still way too high.

Solution

We decided to re-create a new Google Ads campaign to target people looking for a moving company to Hawaii, from the USA. We were able to get her a them qualified leads for \$78 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

2.39%


click through rate

\$78

cost per lead

20%

conversion rate

| <input type="checkbox"/> | <input type="radio"/> | Campaign [↑] | Budget [?] | Status [?] | Campaign type [?] | Campaign subtype | Clicks [?] | Impr. [?] | CTR [?] | Avg. CPC [?] | Cost [?] | Avg. Pos. [?] | Conversions [?] | Cost / conv. [?] | Conv. rate [?] | All conv. [?] | View-through conv. [?] | Labels [?] |
|--------------------------|----------------------------------|---|---|---------------------|----------------------------|------------------|---------------------|--------------------|------------------|-----------------------|-------------------|------------------------|--------------------------|---------------------------|-------------------------|------------------------|---------------------------------|---------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> |  Search - Moving | \$83.16/day <input checked="" type="checkbox"/> | Eligible | Search Network only | All features | 53 | 2,213 | 2.39% | \$16.22 | \$859.91 | 1.3 | 11.00 | \$78.17 | 20.75% | 11.00 | 0 | -- |
| Total - Search | | | \$83.16/day | | | | 53 | 2,213 | 2.39% | \$16.22 | \$859.91 | 1.3 | 11.00 | \$78.17 | 20.75% | 11.00 | 0 | |

Problem

The customer never did any digital advertising. They were a referral-based company for over 20 years. Once they expanded, they realized they didn't have enough business to sustain their new overhead.

Solution

We decided to create a new Google Ads campaign to target people looking for local catering company or wedding venue. We were able to get her a them qualified leads for \$44 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

1.42%





click through rate

\$44

cost per lead

15%

conversion rate

| <input type="checkbox"/> | <input type="radio"/> | Campaign | Budget [?] | Status [?] | Impr. [?] | Clicks [?] | CTR [?] | Cost [?] ↓ | Avg. CPC [?] | Avg. Pos. [?] | Conversions [?] | Cost / conv. [?] | Conv. rate [?] | Search Impr. share [?] | Search Lost IS (rank) [?] | Search Lost IS (budget) [?] |
|--------------------------|----------------------------------|---|---|--|--------------------|---------------------|------------------|---------------------|-----------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> |  Search / Catering | \$68.48/day <input checked="" type="checkbox"/> | Limited by budget [?]  | 4,088 | 126 | 3.08% | \$851.69 | \$6.76 | 2.2 | 19.00 | \$44.09 | 15.32% | 15.05% | 25.66% | 59.29% |
| <input type="checkbox"/> | <input checked="" type="radio"/> |  Remarketing | \$1.46/day <input checked="" type="checkbox"/> | Limited by budget [?]  | 20,079 | 217 | 1.08% | \$78.72 | \$0.36 | 1.1 | 3.00 | \$26.24 | 1.38% | -- | -- | -- |
| | | Total - all enabled campaigns | | | 24,167 | 343 | 1.42% | \$930.41 | \$2.71 | 1.3 | 22.00 | \$41.66 | 6.45% | 15.05% | 25.66% | 59.29% |
| | | Total - all campaigns | \$69.94/day | | 24,167 | 343 | 1.42% | \$930.41 | \$2.71 | 1.3 | 22.00 | \$41.66 | 6.45% | 15.05% | 25.66% | 59.29% |
| | | Total - Search | | | 4,088 | 126 | 3.08% | \$851.69 | \$6.76 | 2.2 | 19.00 | \$44.09 | 15.32% | 15.05% | 25.66% | 59.29% |
| | | Total - Display | | | 20,079 | 217 | 1.08% | \$78.72 | \$0.36 | 1.1 | 3.00 | \$26.24 | 1.38% | -- | -- | -- |

A background image showing a business meeting. A person in a light blue shirt is pointing at a document held by another person in a grey sweater. A laptop with a bar chart is visible on the left. The text 'GET IN TOUCH' is overlaid in the center.

GET IN TOUCH