

PPC CASE STUDY





WebeFusion is a full-service digital marketing agency based in Noida.

PPC campaign to get more out of their marketing spending. They worked with a digital marketing agency to create a series of ads targeting specific keywords related to their products. They also monitored their results closely to ensure that the ads were effective and were reaching their target audience.

The results were impressive. We saw an immediate increase in sales and website traffic. Their PPC campaign also increased their brand awareness and improved their overall online presence.

By taking a targeted approach to its PPC campaigns, We were able to make the most of its marketing budget and reach its desired audience. This case study shows that PPC can be a powerful tool for businesses looking to increase their reach and Sales.



Health Plus Clinic

Month	Mar-22	Jun-22	% Change	Goal : Increase the Appointments and Decrease the CPA.
Account name	Health Plus Clinic	Health Plus Clinic	-	
Currency code	AUD	AUD	-	Focused on the targeted keywords.
Clicks	300	357	19.00%	Regularly worked on scrubbing the SQR to save the cost and improve the CTR
Impr.	6,430	5,619	-12.61%	Maximized the impression share on our top converting keywords.
CTR	4.67%	6.35%	35.97%	Utilized the call related CTA's in ad copies.
Avg. CPC	\$4.35	\$3.49	-19.77%	Utilized max possible extensions to make our ads more informative, it helped us to improve our CTR and Quality Score and thus decrease the Avg cpc
Cost	\$1,305.97	\$1,246.10	-4.58%	Regular ad copies A/B testing helped us to fine the best performing ads and helped to decrease the CPA.
Impr. (Abs. Top) %	43.33%	40.83%	-5.77%	We also utilized the smart bidding AI potential to bring max possible leads in our monthly budget.
Impr. (Top) %	80.06%	82.45%	2.99%	
Conversions	36	95	163.89%	
Cost / conv.	\$36.28	\$13.12	-63.84%	
Conv. rate	12.00%	26.61%	121.75%	

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Mar 1 - 31, 2022

Filters Campaign type is Search

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
March 2022	300	6,430	4.67%	A\$4.35	A\$1,305.97	43.33%	80.06%	36.00	A\$36.28	12.00%

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Jun 1 - 30, 2022

Filters Campaign type is Search

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
June 2022	357	5,619	6.35%	A\$3.49	A\$1,246.10	40.83%	82.45%	95.00	A\$13.12	26.61%



Shoe Tease

Month	Mar-22	May-22	% Change	Goal : Increase the conversion and Decrease the CPA.
Account name	Shoe Tease	Shoe Tease	-	
Currency code	AUD	AUD	-	Created the well organized and tightly themed campaigns
Clicks	6,138	7,187	17.09%	Used the brand, local and generic categories of keywords in campaign and segmented them in their own campaigns.
Impr.	56,274	62,868	11.72%	This helped us to create the customized ad copies for the keywords, and results in decrease in CPA and improve the CTR.
CTR	10.91%	11.43%	4.77%	Regularly worked on scrubbing the SQR to save the cost.
Avg. CPC	\$0.32	\$0.28	-12.50%	Maximized the impression share on our top converting keywords.
Cost	\$1,973.93	\$1,986.96	0.66%	Utilized max possible extensions to make our ads more informative, it helped us to improve our CTR and Quality Score and thus decrease the Avg cpc
Impr. (Abs. Top) %	15.03%	16.95%	12.77%	Regular ad copies A/B testing helped us to fine the best performing ads and helped to decrease the CPA.
Impr. (Top) %	40.47%	42.83%	5.83%	Location and device bid adjustment helped us to utilize the budget profitably in converting GEO location and devices.
Conversions	110	200	81.82%	
Cost / conv.	\$17.94	\$9.93	-44.65%	
Conv. rate	1.79%	2.78%	55.31%	

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Mar 1 - 31, 2022

Filters Campaign type is Search

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
March 2022	6,138	56,274	10.91%	A\$0.32	A\$1,973.93	15.03%	40.47%	110.00	A\$17.94	1.79%

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May 1 - 31, 2022

Filters Campaign type is Search

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
May 2022	7,187	62,868	11.43%	A\$0.28	A\$1,986.96	16.95%	42.83%	200.00	A\$9.93	2.78%

Law Office

Month	Apr-22	Jun-22	% Change	Goal : Increase the conversion and Decrease the CPA and reduce the CPC
Account name	Law Office	Law Office	-	
Currency code	AUD	AUD	-	Avg CPC of law business is very high and our budget constraint is a big challenge for us.
Clicks	54	77	42.59%	We did the competitor research and tried to figure out the best keywords with less CPC
Impr.	647	926	43.12%	Then created a well organized campaigns structure, segmented them as brand and generic
CTR	8.35%	8.32%	-0.36%	Used the SKAG strategy since the keywords are very specific and limited
Avg. CPC	\$13.84	\$6.81	-50.79%	Maximized the IS on brand keywords because competitors were using our brand keywords.
Cost	\$747.33	\$524.56	-29.81%	Created the customed ads and work out the keywords in ad content to make then relevant
Impr. (Abs. Top) %	40.00%	28.14%	-29.65%	Relevancy in ads helped us to improve the CTR, Q/S and lowered the CPC.
Impr. (Top) %	67.95%	63.44%	-6.64%	Focused on the converting keywords and used 80% of the budget on converting keywords.
Conversions	5	10	100.00%	This helped us to increase the conversion by 100% and reduce CPA by 64.90%
Cost / conv.	\$149.47	\$52.46	-64.90%	
Conv. rate	9.26%	12.99%	40.28%	

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Apr 1 - 30, 2022 [dropdown] < > Filter <<

Month ▾	Clicks ▾	Impr. ▾	CTR ▾	Avg. CPC ▾	Cost ▾	Impr. (Abs. Top) % ▾	Impr. (Top) % ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾
April 2022	54	647	8.35%	A\$13.84	A\$747.33	40.00%	67.95%	5.00	A\$149.47	9.26%

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SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS

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Jun 1 - 30, 2022 [dropdown] < > Filter <<

Month ▾	Clicks ▾	Impr. ▾	CTR ▾	Avg. CPC ▾	Cost ▾	Impr. (Abs. Top) % ▾	Impr. (Top) % ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾
June 2022	77	926	8.32%	A\$6.81	A\$524.56	28.14%	63.44%	10.00	A\$52.46	12.99%



Bus Tour Service

Month	Feb-22	May-22	% Change	Goal : Increase the conversion and Decrease the CPA.
Account name	Bus Tour Service	Bus Tour Service	-	
Currency code	AUD	AUD	-	
Clicks	2,627	3,456	31.56%	created a well organized campaigns structure, segmented them as brand and generic
Impr.	46,938	30,214	-35.63%	We did the competitor research to find the add on keywords
CTR	5.60%	11.44%	104.29%	Created the GEO based campaigns
Avg. CPC	\$0.82	\$0.81	-1.22%	Created the customed ads and work out the keywords in ad content to make then relevant
Cost	\$2,142.83	\$2,783.84	29.91%	Relevancy in ads helped us to improve the CTR, Q/S and reduce the CPC.
Impr. (Abs. Top) %	19.23%	20.43%	6.24%	Maximized the IS on brand keywords because competitors were using our brand keywords.
Impr. (Top) %	58.45%	62.65%	7.19%	Added the audiences in Search campaign to acquired better traffic and added the bid enhancement based on their performance
Conversions	115.07	229.12	99.11%	Location and device bid adjustment helped us to utilize the budget profitably in converting GEO location and devices.
Cost / conv.	\$18.62	\$12.15	-34.75%	Improved the user experience by location based pages as final URLs in ads.
Conv. rate	4.38%	6.63%	51.37%	

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Feb 1 - 28, 2022 < > Filter <<

Filters Campaign type is Search 

Month ↓	Clicks ↓	Impr. ↓	CTR ↓	Avg. CPC ↓	Cost ↓	Impr. (Abs. Top) % ↓	Impr. (Top) % ↓	Conversions ↓	Cost / conv. ↓	Conv. rate ↓
February 2022	2,627	46,938	5.60%	A\$0.82	A\$2,142.83	19.23%	58.45%	115.07	A\$18.62	4.38%

Month 
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May 1 - 31, 2022 < > Filter <<

Filters Campaign type is Search 

Month ↓	Clicks ↓	Impr. ↓	CTR ↓	Avg. CPC ↓	Cost ↓	Impr. (Abs. Top) % ↓	Impr. (Top) % ↓	Conversions ↓	Cost / conv. ↓	Conv. rate ↓
May 2022	3,456	30,214	11.44%	A\$0.81	A\$2,783.84	20.43%	62.65%	229.12	A\$12.15	6.63%

Flight Training Academy

Month	November-21	May-22	% Change	Challenge: To Drive more conversions and reduce CPA
Account name	Flight Training Academy	Flight Training Academy	-	
Currency code	AUD	AUD	-	Worked to max the impression share on converting keywords
Clicks	97	212	118.56%	Improved the visibility on converting keywords and reduced bids on other keywords.
Impr.	1,165	2,853	144.89%	Utilized the brand potential with Search campaign using the brand bidding.
CTR	8.33%	7.43%	-10.80%	We used the SKAG strategy in Search campaigns and targeted the specific keywords in exact and phrase match type using separate match type campaigns, this helped us to take the better decision on the keywords potential.
Avg. CPC	\$2.44	\$2.60	6.56%	We also noticed the call intent in our business, like of any emergency people generally call to book appointment with doctor.
Cost	\$236.58	\$550.53	132.70%	So, Here we started the call only campaign and this really results in the huge jump in phone call leads.
Impr. (Abs. Top) %	53.56%	44.29%	-17.31%	Used the device, location level bid adjustment to utilize the budget in converting GEO and Devices.
Impr. (Top) %	88.34%	92.11%	4.27%	
Conversions	41	90	119.51%	
Cost / conv.	\$5.77	\$6.12	6.07%	
Conv. rate	42.27%	42.45%	0.43%	

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Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
November 2021	97	1,165	8.33%	A\$2.44	A\$236.58	53.56%	88.34%	41.00	A\$5.77	42.27%

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Filters Campaign type is Search

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
May 2022	212	2,853	7.43%	A\$2.60	A\$550.53	44.29%	92.11%	90.00	A\$6.12	42.45%



Scope Market Limited

Month	Jul-21	Jun-22	% Change	Goal : Increase the conversion and Decrease the CPA.
Account name	Scope Market Limited	Scope Market Limited	-	
Currency code	AUD	AUD	-	Created the well organized and tightly themed campaigns
Clicks	341	398	16.72%	Created separate campaign for each geo location and also segmented as brand and generic keywords
Impr.	32,572	3,182	-90.23%	Divided the budget among the campaigns and time to time moved the budget to converting campaigns
CTR	1.05%	12.51%	1091.43%	Created the customized ad copies for the keywords, and results in decrease in CPA and improve the CTR.
Avg. CPC	\$0.84	\$1.56	85.71%	Regularly worked on scrubbing the SQR to save the cost and improve the CTR
Cost	\$286.47	\$621.78	117.05%	Maximized the impression share on our top converting keywords.
Impr. (Abs. Top) %	38.32%	60.23%	57.18%	Utilized max possible extensions to make our ads more informative, it helped us to improve our CTR and Quality Score and thus decrease the Avg cpc
Impr. (Top) %	53.45%	77.59%	45.16%	Regular ad copies A/B testing helped us to fine the best performing ads and helped to decrease the CPA.
Conversions	6	106	1666.67%	Location and device bid adjustment helped us to utilize the budget profitably in converting GEO location and devices.
Cost / conv.	\$47.75	\$5.87	-87.71%	Checked day of week/hours of day performance report and adjusted the scheduling
Conv. rate	1.76%	26.63%	1413.07%	

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Custom Jul 1 - 31, 2021

Filters Campaign type is Search

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (Top) %	Conversions	View-through conv.	Cost / conv.	Conv. rate
July 2021	341	32,572	1.05%	A\$0.84	A\$286.47	38.32%	53.45%	6.00	0	A\$47.75	1.76%

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Custom Jun 1 - 30, 2022

Filters Campaign type is Search X Add

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (Top) %	Conversions	View-through conv.	Cost / conv.	Conv. rate
June 2022	398	3,182	12.51%	A\$1.56	A\$621.78	60.23%	77.59%	106.00	0	A\$5.87	26.63%

THANK YOU



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