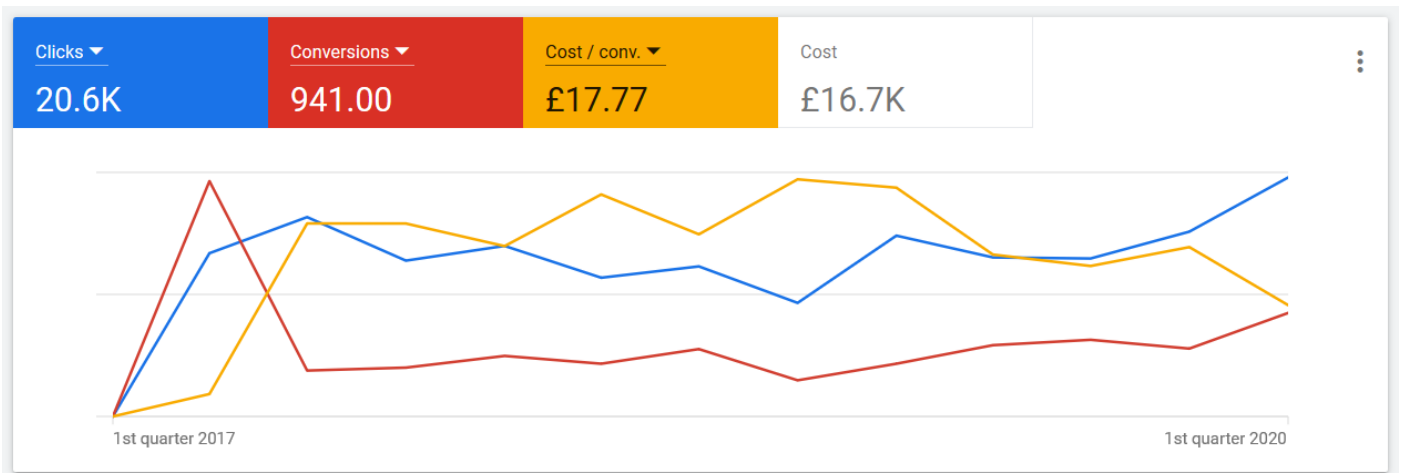


PPC Case Study:



Introduction:

Platinum K9 (<https://www.platinumk9.com>) is an Dog Trainer provider business. This business is totally based on Shipley in England. The website owner contacted us regarding Low sales in August 2017.

Challenge:

It's an Dog training website. Client's main focus was to generate more leads/booking. Therefore, our major challenges were:

- Choose keywords
- Bring relevant traffic
- Re marketing & Re targeting
- Increase Booking
- Decrease the Cost/Conv

Sales data before we started:

Campaign	Budget	Status	Optimization score	Impr.	Clicks	CTR	Cost	Conversion	Avg. CPC	Cost / conv.	Conv. rate	Avg. cost
PlatinumK9 - UK - 04212017 - £300/-	£10.00/...	Eligible	95.8%	0	0	—	£0.00	0.00	—	£0.00	0.00%	—
PlatinumK9 New Location	£7.00/day	Eligible	92.2%	0	0	—	£0.00	0.00	—	£0.00	0.00%	—
Total: All enabled campaigns			—	0	0	—	£0.00	0.00	—	£0.00	0.00%	—
Total: Account	£17.00/d...		—	0	0	—	£0.00	0.00	—	£0.00	0.00%	—

What We Did:

Our PPC experts researched exact keywords and then decided to go with High traffic keywords initially as they had good average monthly searches and drove relevant traffic to website.

During the first week of our PPC process, we added all the targeted keywords that had high searches and modified the ad copies. Next phase was to optimize the search query reports to add negative keywords to stop irrelevant traffic to the website.

By doing all these changes, we noticed a significant increase in number of clicks and CTR in Google Ad words.

1. We decrease the Cost/Conv. £42.17 to £17.77.
2. We have 952 conversions till now.

After PPC: Results

Sales:

Campaign	Budget	Status	Optimization score	Impr.	Clicks	CTR	Cost	Conversion	Avg. CPC	Cost / conv.	Conv. rate	Avg. cost
 PlatinumK9 New Location	£7.00/day 	Eligible	92.2%	74,149	6,074	8.19%	£4,867.40	282.00	£0.80	£17.26	4.64%	£0.80
 PlatinumK9 - UK - 04212017 - £300/-	£10.00/... 	Eligible	95.8%	250,101	14,932	5.97%	£12,091.50	670.00	£0.81	£18.05	4.49%	£0.81
Total: All enabled campaigns			—	324,250	21,006	6.48%	£16,958.90	952.00	£0.81	£17.81	4.53%	£0.81
 Total: Account 	£17.00/d...		—	327,097	21,015	6.42%	£16,978.05	952.00	£0.81	£17.83	4.53%	£0.81