



ANOTHER GOOGLE ADS SUCCESS STORY

# BASEMENT WATERPROOFING

TARGETING: CHARLOTTE, NC

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# HIGHLIGHTS

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## METRICS

- A strong **PPC conversion rate** for lead generation is typically around 10%. It usually takes a **good 4 weeks** for a new PPC account to ramp up before seeing meaningful results.
- In this account, **conversion rate shot up to almost 14% after just one full month of management.** Conversion rate has remained strong thus far, and excluding the go-live month, has outperformed the average every month.

**CLIENT GOAL:**  
Conversion Rate of  
**10%**

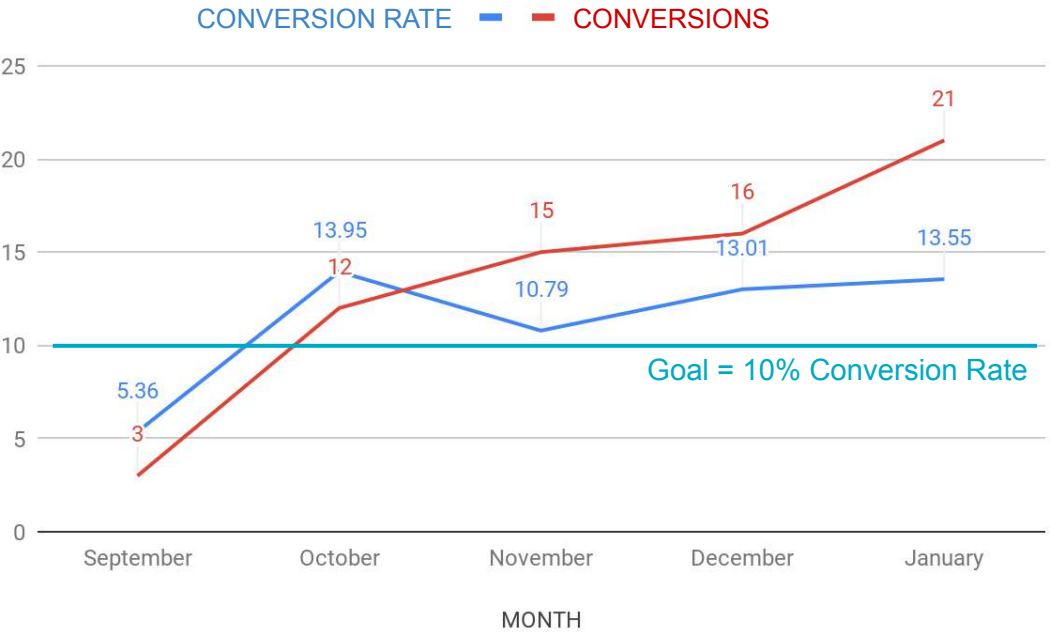
**OUR RESULTS:**  
Sep 15 - Jan 16  
**Conversion Rate:**  
**12.03%**

## RESULTS

In addition, the account is showing a **consistent and steady increase in conversions** month over month, from 3 in Month One to 21 in Month Five.

This is particularly notable because we would have expected a drop-off from the Thanksgiving holiday through the new year [when people's focus shifts from home improvement projects to holiday shopping and preparations], **but it kept growing, regardless.**

# PERFORMANCE DATA



GOAL: Conversion Rate = 10%		
MONTH	CONVERSION RATE	CONVERSIONS
September	5.36%	3
October	13.95%	12
November	10.79%	15
December	13.01%	16
January	13.55%	21
<b>AVERAGE/TOTAL</b>	<b>12.03%</b>	<b>67</b>