



ANOTHER PPC SUCCESS STORY

BASEMENT WATERPROOFING

GEO-TARGETING: CHARLOTTE, NC

HIGHLIGHTS

METRICS

- A strong **PPC conversion rate** for lead generation is typically around 10%. It usually takes a **good four 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%

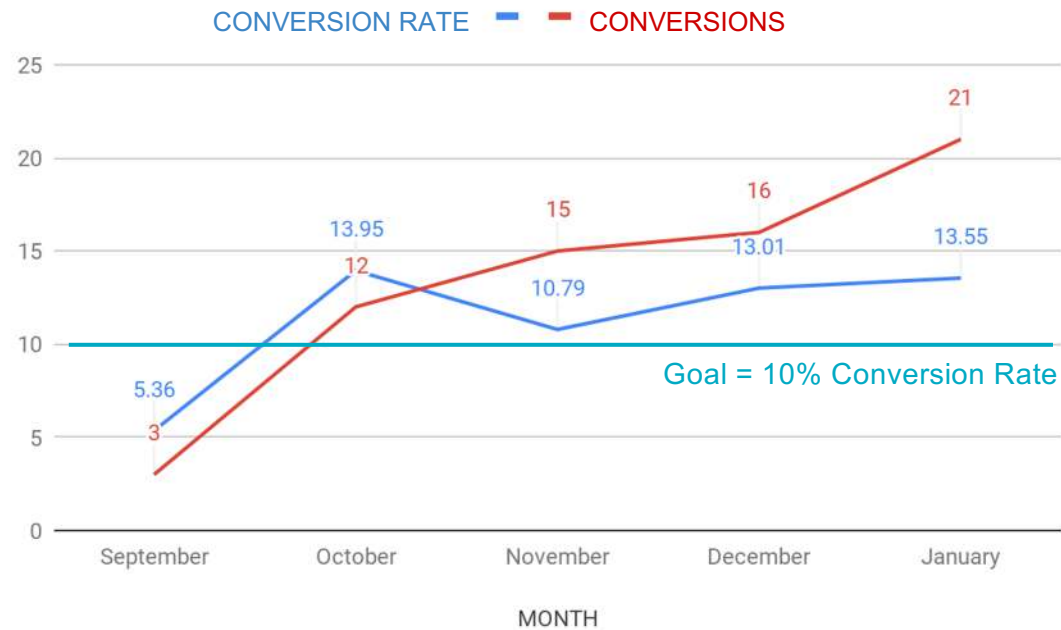
OUR RESULTS:
Sep 15 - Jan 16
Conversion Rate:
12.03%

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
AVERAGE/TOTAL	12.03%	67

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.