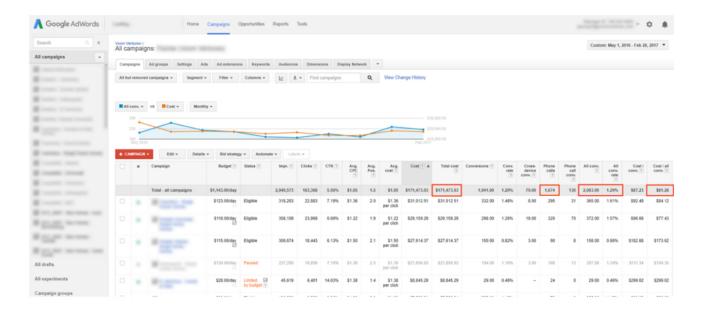


## 593% Increase in Conversion Rate

- 593% Increase in Conversion Rate
  96% Increase in Phone Calls
- 88% Decrease in Cost per Conversion 13% Decrease in Ad Spend
- **608%** Increase in Total Conversions

- 37% Increase in CTR





	CAMP	MGN → Edit →	Details = Bid strate	gy + Automa	te - Lib	ds w														
		e Campaign	Budget 3	Status ?	Impr. [7]	Clicks ?	CTR ?	Avg. CPC	Avg. Pos.	Avg.	Cost 7 +	Total cost	Conversions ?	Conv. rate	Cross- device conv. 7	Phone calls	Phone call conv.	All conv.	All conv. rate 7	Conv.
_			8							per click										
			\$10.00/day	Limited by budget 7	876,156	2,132	0.24%	\$1.35	1.0	\$1.35 per click	\$2,871.96	\$2,871.96	0.00	0.00%	-	0	0	0.00	0.00%	\$0
			\$26.00/day	Eligible	33,927	5,273	15.54%	\$0.51	1.1	\$0.51 per click	\$2,679.23	\$2,679.23	41.00	0.78%	-	82	1	808.00	15.32%	\$65
			\$10.00/day	Eligible	36,695	1,096	2.99%	\$1.67	2.1	\$1.67 per click	\$1,831.69	\$1,831.69	6.00	0.55%	-	10	0	66.00	6.02%	\$305
		· Factor	\$100.00/day	Eligible	20,794	682	3.28%	\$1.65	2.1	\$1.65 per click	\$1,127.05	\$1,127.05	1.00	0.15%	-	2	0	15.00	2.20%	\$1,127
		B to the last	\$7.00/day 🖸	Eligible	8,674	803	9.26%	\$0.83	1.0	\$0.83 per click	\$664.39	\$664.39	2.00	0.25%	-	4	0	104.00	12.95%	\$332
		B	\$15.00/day	Paused	3,075	730	23.74%	\$0.79	1.0	\$0.79 per click	\$574.13	\$574.13	3.00	0.41%		7	0	57.00	7.81%	\$19
		H H man	\$28.00/day	Limited by budget 7	1,428	185	12.96%	\$1.47	1.6	\$1.47 per click	\$272.83	\$272.83	1.00	0.54%	-	1	0	16.00	8.65%	\$27
		B	\$20.00/day	Eligible	96	22	22.92%	\$0.58	1.0	\$0.58 per click	\$12.80	\$12.80	0.00	0.00%	-	0	0	1.00	4.55%	SI
		Total - all filtere campaigns	d		2,166,518	165,095	7.62%	\$0.90	1.5	\$0.90	\$148,964.65	\$148,964.65	1,437.00	0.87%	-	3,282	100	14,752.00	8.94%	\$103
		Total - all but re campaigns	moved		2,166,518	165,095	7.62%	\$0.90	1.5	\$0.90	\$148,964.65	\$148,964.65	1,437.00	0.87%	-	3,282	100	14,752.00	8.94%	\$103
		Total - all camp	aigns \$1,143.00/day		2,166,518	165,095	7.62%	\$0.90	1.5	\$0.90	\$148,964.65	\$148,964.65	1,437.00	0.87%	-	3,282	100	14,752.00	8.94%	\$103.