

422% Increase in Conversions

- 251% Increase in Conversion Rate
- 71% Decrease in Cost per Conversion
- 23.15% Average Conversion Rate
- 55% Increase in CTR
- \$5.75 Average Cost per Conversion

BEFORE

Campaign	Budget	Status	Imp.	Clicks	CTR	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	Phone call conv.	Phone calls	All conv.	Cross-device conv.	Cost / all conv.
Campaign 1	\$35.00/day	Eligible	32,327	1,018	3.15%	1,018 clicks	3.15% CTR	\$1.30 per click	\$1,328.13	34.00	\$39.06	3.34%	0	0	34.00	—	\$39.06
Campaign 2	\$15.00/day	Eligible	21,827	934	4.28%	934 clicks	4.28% CTR	\$1.26 per click	\$1,175.61	73.00	\$16.10	7.82%	0	0	73.00	—	\$16.10
Campaign 3	\$15.00/day	Eligible	17,503	794	4.54%	794 clicks	4.54% CTR	\$1.37 per click	\$1,085.52	62.00	\$17.51	7.81%	0	0	62.00	—	\$17.51
Campaign 4	\$15.00/day	Eligible	19,294	675	3.50%	675 clicks	3.50% CTR	\$1.40 per click	\$944.27	56.00	\$16.86	8.30%	0	0	56.00	—	\$16.86
Campaign 5	\$15.00/day	Paused	0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00
Campaign 6	\$20.00/day	Paused	0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00
Campaign 7	\$20.00/day	Paused	0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00
Total - all but removed campaigns			90,951	3,421	3.76%	3,421	3.76%	\$1.33	\$4,533.53	225.00	\$20.15	6.58%	0	0	225.00	—	\$20.15
Total - all campaigns	\$80.00/day		90,951	3,421	3.76%	3,421	3.76%	\$1.33	\$4,533.53	225.00	\$20.15	6.58%	0	0	225.00	—	\$20.15
Total - Search			90,951	3,421	3.76%	3,421	3.76%	\$1.33	\$4,533.53	225.00	\$20.15	6.58%	0	0	225.00	—	\$20.15
Total - Display			0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00

AFTER

Campaign	Budget	Status	Imp.	Clicks	CTR	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	Phone call conv.	Phone calls	All conv.	Cross-device conv.	Cost / all conv.
Campaign 1	\$35.00/day	Eligible	41,645	2,180	5.25%	2,180 clicks	5.25% CTR	\$1.39 per click	\$3,034.30	588.00	\$4.45	30.87%	0	997	588.00	1.00	\$4.45
Campaign 2	\$15.00/day	Eligible	20,789	1,464	7.05%	1,464 clicks	7.05% CTR	\$1.28 per click	\$1,875.17	225.00	\$7.83	16.28%	0	330	225.00	—	\$7.83
Campaign 3	\$15.00/day	Eligible	15,427	1,088	7.05%	1,088 clicks	7.05% CTR	\$1.27 per click	\$1,385.81	271.00	\$4.99	27.10%	0	353	271.00	2.00	\$4.99
Campaign 4	\$15.00/day	Eligible	17,800	834	4.69%	834 clicks	4.69% CTR	\$1.41 per click	\$1,173.33	90.00	\$12.24	11.48%	0	118	90.00	—	\$12.24
Campaign 5	\$15.00/day	Paused	0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00
Campaign 6	\$20.00/day	Paused	0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00
Campaign 7	\$20.00/day	Paused	0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00
Total - all but removed campaigns			95,641	5,574	5.83%	5,574	5.83%	\$1.34	\$7,468.61	1,174.00	\$5.75	23.15%	0	1,790	1,174.00	3.00	\$5.75
Total - all campaigns	\$80.00/day		95,641	5,574	5.83%	5,574	5.83%	\$1.34	\$7,468.61	1,174.00	\$5.75	23.15%	0	1,790	1,174.00	3.00	\$5.75
Total - Search			95,641	5,574	5.83%	5,574	5.83%	\$1.34	\$7,468.61	1,174.00	\$5.75	23.15%	0	1,790	1,174.00	3.00	\$5.75
Total - Display			0	0	0.00%	—	—	—	\$0.00	0.00	\$0.00	0.00%	0	0	0.00	—	\$0.00

Want Results Like This? Let's Work Together!

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