

Case 1 - www.Olliespointsurfcamp.com

Area of Concern: Campaign was receiving clicks and impressions but no conversions or no calls. Spending b/w \$50-\$70 per day going waist.

Ollies Point Surf Camp hired PPC Expert (my SEO partner Gaurav) to restructure and generate conversions.

Objective: To restructure and realign the campaigns to generate conversions.

Proposed Strategy: He suggested restructuring entire campaign by forming tightly build Ad groups with new ad communication which is highly relevant to landing page.

Planning & Action: Restructured overall campaign with highly relevant keyword clusters, ad copies which are relevant to landing page. Implementation of Conversion code on the thank you page to track down the no of conversions as main focus was to increase the number of relevant clicks and conversions.

Result: Results tremendously improved as the no of clicks increased with high degree of relevancy and client have started receiving couple of calls a day out of the same budget.

Learning: Refined PPC campaign not only helped them to increase the no of clicks within the same budget but even made them receive good number of conversion with setting up everything right.

Client Response: Client is overwhelmed with the results and is continuing PPC services with Gaurav, my SEO partner since then.

Screenshot of Structured campaign

| + New ad group | | | | | | | | | | | |
|--------------------------|------------------------------|----------|------------------|--------------------------|--------|-------|-------|----------|---------|-----------|--|
| <input type="checkbox"/> | Ad group | Status | Default Max. CPC | Display Network Max. CPC | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. | |
| <input type="checkbox"/> | Low QS keywords 4 | Eligible | \$2.25 | auto | 31 | 2,450 | 1.27% | \$1.72 | \$53.19 | 2 | |
| <input type="checkbox"/> | Low QS keywords 1 | Eligible | \$2.25 | auto | 19 | 4,994 | 0.38% | \$1.70 | \$32.22 | 4.4 | |
| <input type="checkbox"/> | Surf Lessons-B | Eligible | \$2.25 | auto | 15 | 1,933 | 0.78% | \$1.90 | \$28.43 | 2.1 | |
| <input type="checkbox"/> | Low QS keywords 2 | Eligible | \$2.25 | auto | 13 | 2,871 | 0.45% | \$1.75 | \$22.74 | 6.6 | |
| <input type="checkbox"/> | Low QS keywords 3 | Eligible | \$2.25 | auto | 12 | 3,235 | 0.37% | \$1.94 | \$23.31 | 3 | |
| <input type="checkbox"/> | Surf Camp-B | Eligible | \$2.25 | auto | 11 | 1,212 | 0.91% | \$1.73 | \$19.03 | 3.1 | |
| <input type="checkbox"/> | Surf Camp | Eligible | \$1.23 | auto | 9 | 1,261 | 0.71% | \$1.78 | \$15.99 | 3.7 | |
| <input type="checkbox"/> | Shelter and Accommodations-B | Eligible | \$2.25 | auto | 7 | 1,110 | 0.63% | \$2.06 | \$14.42 | 7.6 | |
| <input type="checkbox"/> | Costa rica vacations-B | Eligible | \$2.25 | auto | 4 | 1,150 | 0.35% | \$1.66 | \$6.62 | 4.7 | |
| <input type="checkbox"/> | Surf Charters | Eligible | \$2.99 | auto | 2 | 135 | 1.48% | \$1.42 | \$2.83 | 4.6 | |
| <input type="checkbox"/> | Surf Lessons | Eligible | \$2.23 | auto | 2 | 623 | 0.32% | \$1.22 | \$2.44 | 2.7 | |
| <input type="checkbox"/> | Surftours-B | Eligible | \$2.25 | auto | 1 | 643 | 0.16% | \$2.12 | \$2.12 | 4.7 | |
| <input type="checkbox"/> | Surfing Trip Cost-B | Eligible | \$2.25 | auto | 1 | 117 | 0.85% | \$1.96 | \$1.96 | 5.8 | |
| <input type="checkbox"/> | Surf Lessons-Exact-B | Eligible | \$2.25 | auto | 0 | 100 | 0.00% | \$0.00 | \$0.00 | 1.7 | |

Case 2 – Indian Insurance company

Situation: A Leading Insurance company approached Gaurav, my SEO partner for Generation of Leads for its Insurance Category Products.

Objective: To generate large number of leads in span of 2 Months.

Target Audience: People Aged 25-35

Initial Approach:

- We Launched a Campaign on Google with closely Knitted keywords.
- The theme was maintained for each category as we didn't want to get clicks which do not give us Leads.
- Ad copies were communicating the same message about product Specs & Fine Details.

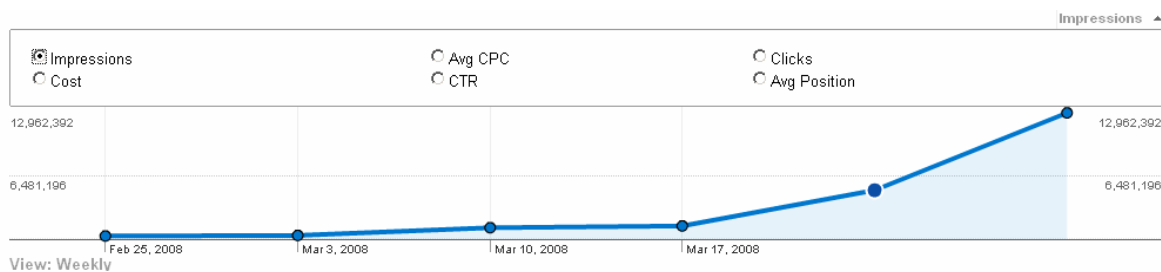
Our Observations for first 25 days:

- There were not much searches in the Insurance category Product related Keywords.
- There were not enough Impressions to get desired number of clicks which finally lead to conversions.

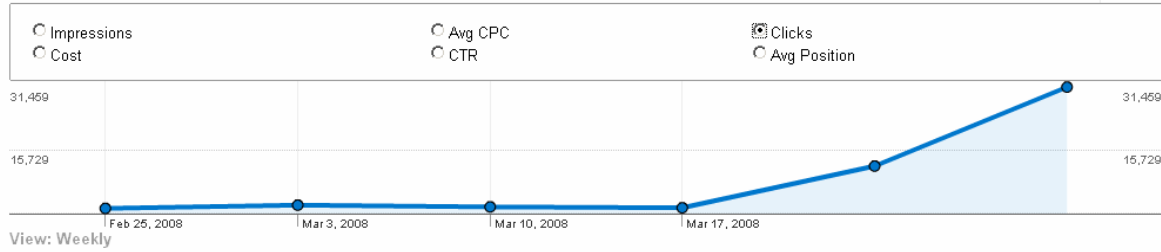
We changed our Approach to Reach Audience and get Leads

- We moved to the Category where our TG is Present.
- We Researched and find out what our TG searches the most, since the Audience was young so we were present on categories which Interest them the most. -- Music, Download Ringtones, Free Music and other Hobby related Searches.
 - We made them aware about Insurance Products and Its Benefits while they were searching for something else.
 - Our Ad Copies Talked about the Insurance Products to maintain the Quality of Clicks which come to us.

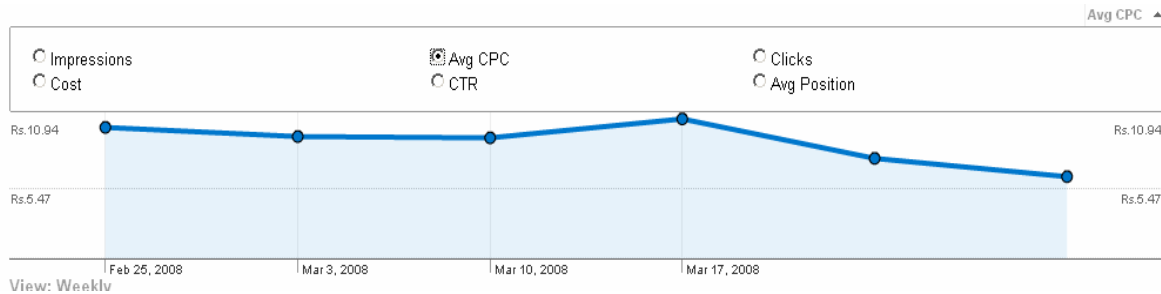
Impression Increase: Post Changes



Clicks Increase: Post Changes



CPC Drops



Lead Count:

A Large number of leads achieved, however the Data base was maintained at Clients End so we do not have Figures to share, but the above Graphs are enough to justify the performance of Campaign.

Campaign Results:

- Unexpected Leads Achieved
- Impression Achieved --21269061
- Clicks achieved 49778
- Average CPC – 7.22 INR
- Average Position – 3