



# Google Ads Case Studies

**2023**

# TIMELINE TO SUCCESS

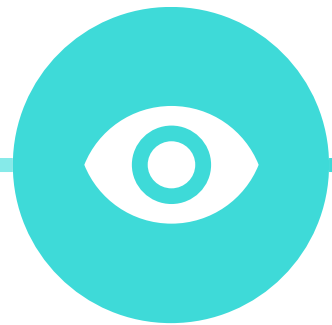
Your Campaign Timeline

**LET'S GET  
STARTED**



Access Granted &  
Existing Account  
Audit

**RESEARCH &  
ANALYSIS**



In-depth Market  
Research,  
Competitor  
Analysis, Value  
Proposition  
Exploration

**AD  
CREATION**



Select Keywords,  
Write Compelling  
Ad Copy, Create  
Campaign  
Structure, Ad  
Groups, A/B  
Testing etc.

**LET'S GO  
LIVE!**



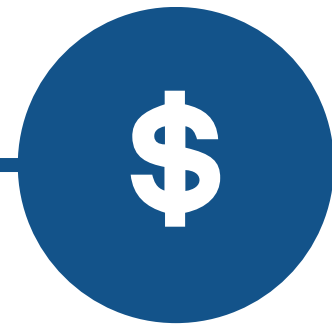
After you have  
reviewed and  
approved the Ads  
they go live.

**LEARNING  
PHASE**



We make  
strategised  
changes and slowly  
increase budget to  
scale exceptional  
results.

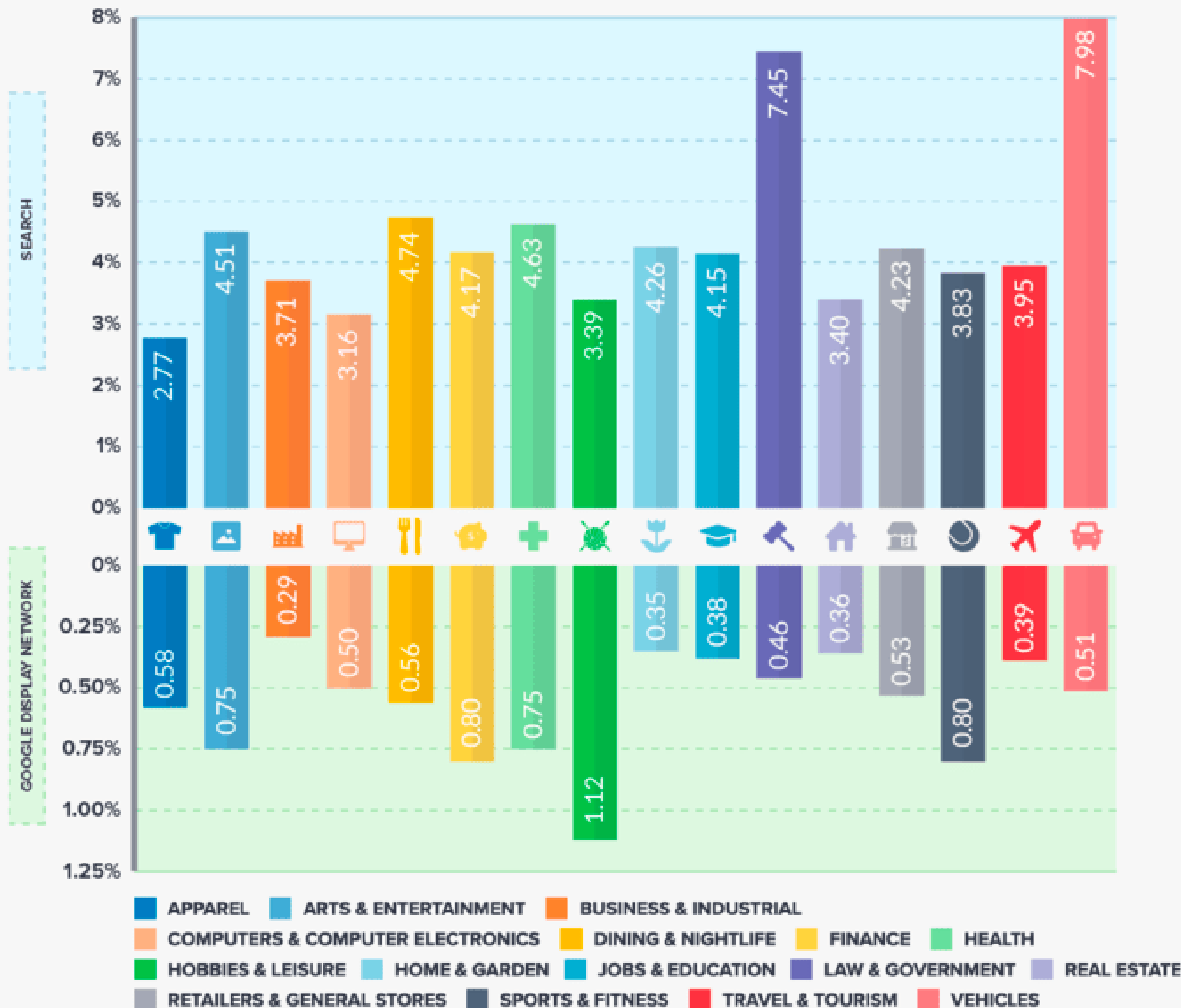
**CONSTANT  
OPTIMISATION**



Your dedicated  
Ads Expert reviews  
and optimises to  
continually  
improve  
performance and  
ROI.

# Average Conversion Rate

The average conversion rate in Google Ads across all industries is 4.40% on the search network and 0.57% on the display network.



## How do our results compare to industry averages?

Here you can see the average conversion rates for each industry and the average conversion rate for Google Ads overall (4.40% on search network).

We are proud to say that, across the board, we achieve **above average conversion rates for our clients**. In some cases even **up to x10 higher**.


We credit this to our approach to the campaign timeline and constant optimisation. We believe it is important to make strategic changes to your campaign and track these results. This allows us to mitigate changes that have a negative impact and scale and maximise changes that have a positive affect on results.

Business Overview	Objectives	Successes
<p>This client runs a Cash for Cars business. They buy used, scrap and old cars to then refurbish and resell or use for parts. This industry is highly competitive in both PPC and SEO.</p>	<p>Objectives for this client are maximum conversions and lowest cost per conversion                      Their goal is maximum number of cars purchased at a good price.</p>	<p>The average Google Ads conversion rate is 4.40%, 7.98% in the vehicle industry. We <b>consistently have a conversion rate of around 30% with one AdGroup sitting around 48%.</b></p>

\*costs below are in \$AUD


### Key Metrics - March 2023


  
575  
Clicks

  
6,483  
Impressions








  
172  
Conversions

  
\$14.11  
Cost Per Click

  
37.83%  
Search Impression Share

  
29.91%  
Conversion Rate

  
\$47.18  
Cost /Conv


● Campaign	Clicks	CTR	↑ Avg. CPC	Conversion:	Cost / conv.	Conv. rate	Cost	Phone calls	Search impr. share	Bid strategy type
●  Car Removal SC	96	12.34%	A\$11.85	46.00	A\$24.74	47.92%	A\$1,138.07	21	69.09%	Manual CPC
●  Car Removals   Farming 	286	7.75%	A\$13.99	58.00	A\$68.96	20.28%	A\$3,999.86	29	40.46%	Manual CPC
●  New Website Test	109	12.40%	A\$14.06	34.00	A\$45.08	31.19%	A\$1,532.76	16	40.54%	Manual CPC
●  Car Removals   Exact	84	7.39%	A\$17.20	34.00	A\$42.48	40.48%	A\$1,444.47	16	24.07%	Maximize conversions (Target CPA)
Total: All enabled campaigns in your current wo... 	575	8.87%	A\$14.11	172.00	A\$47.18	29.91%	A\$8,115.16	82	37.83%	
Total: Account 	575	8.87%	A\$14.11	172.00	47.18	29.91%	A\$8,115.16	82	37.83%	

Business Overview	Objectives	Successes
This client runs a car detailing, paint protection and ceramic coating business in Florida, USA. A new client can be worth between 800 USD to 4000 USD, depending on the service.	Objectives for this client is maximum conversions for Ceramic Coating services at a cost per conversion under \$100 USD. The client wants to achieve this as soon as possible.	After the learning phase we found we needed a new landing page to improve performance. After implementation of our new landing <b>results dramatically improved ready to scale these results.</b>


\*costs below are in \$USD

### Key Metrics


## 2 Week Snapshot Of New Ad Group After Creation of New Landing Page 19-30 March 2023




*Conversions  
increased by 800%*



*Cost Per Click  
decreased by 27%*



*Conversion Rate  
increased by 12%*



*Cost per conversion  
decreased by 72%*

Ad group	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Phone calls	Search impr. share	Conv. rate	Cost / conv.	Conversions
● Florida Ceramic Coating	Standard	40	462	8.66%	\$8.56	<u>\$342.23</u>	10	35.97%	<u>20.00%</u>	<u>\$42.78</u>	8.00
● Exploration   Ceramic Coating	Standard	13	134	9.70%	\$11.56	\$150.31	2	30.74%	7.69%	\$150.31	1.00
⊗ Best Ceramic Coating	Standard	0	0	—	—	\$0.00	0	—	0.00%	\$0.00	0.00
Total: All enabled ad groups in yo... ?		53	596	8.89%	\$9.29	\$492.54	12	34.88%	16.98%	\$54.73	9.00
✓ Total: Account ?		60	686	8.75%	\$8.86	\$531.66	12	32.58%	15.00%	\$59.07	9.00

### Business Overview

This client is a luxury retirement living and wellness complex on the Gold Coast. They are still under construction and aiming to sell out their apartments before termination.

### Objectives

Objective for this client is maximum conversions for as cheap as possible. Good quality leads can be worth anything up to a few hundred thousand dollars so quality of leads is important.


### Successes

We were very happy with leads costing between \$60 to \$90 since the beginning of the campaign but always strive to improve. After optimisation, strategic ad placement and manual bidding we have **reduced cost per conversion to under \$50!**

\*costs below are in \$AUD


### Key Metrics - March 2023


  
940  
Clicks


  
9,821  
Impressions




  
46  
Conversions

  
\$2.21  
Cost Per Click

  
31.80%  
Search Impression Share

  
4.89%  
Conversion Rate

  
\$45.24  
Cost /Conv

Campaign	Impr.	Clicks	CTR	↑ Avg. CPC	Conversion:	Cost / conv.	Conv. rate	Cost	Phone calls	Search impr. share
 <a href="#">Espirit de Vie - Mermaid Waters Campaign</a>	9,821	940	9.57%	A\$2.21	46.00	A\$45.24	4.89%	A\$2,081.03	9	31.80%
Total: All enabled campaigns in your current wo... 	9,821	940	9.57%	A\$2.21	46.00	A\$45.24	4.89%	A\$2,081.03	9	31.80%
Total: Account 	9,821	940	9.57%	A\$2.21	46.00	45.24	4.89%	A\$2,081.03	9	31.80%