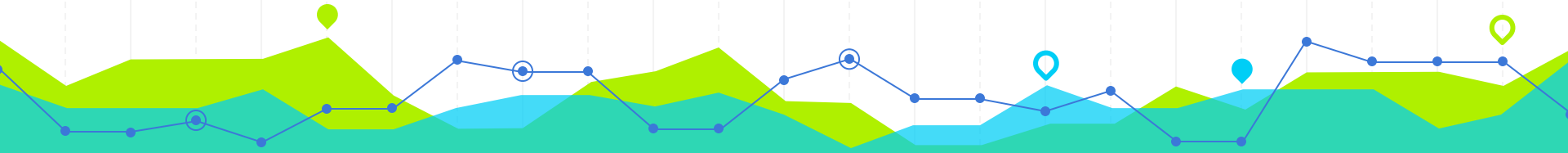
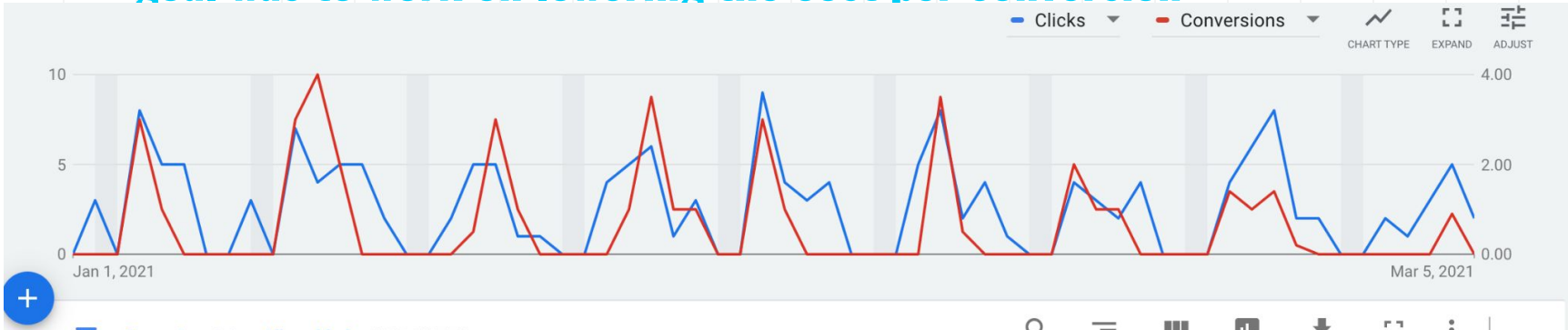


Example 1

For both examples they needed more conversions. The additional goal was to work on lowering the cost per conversion

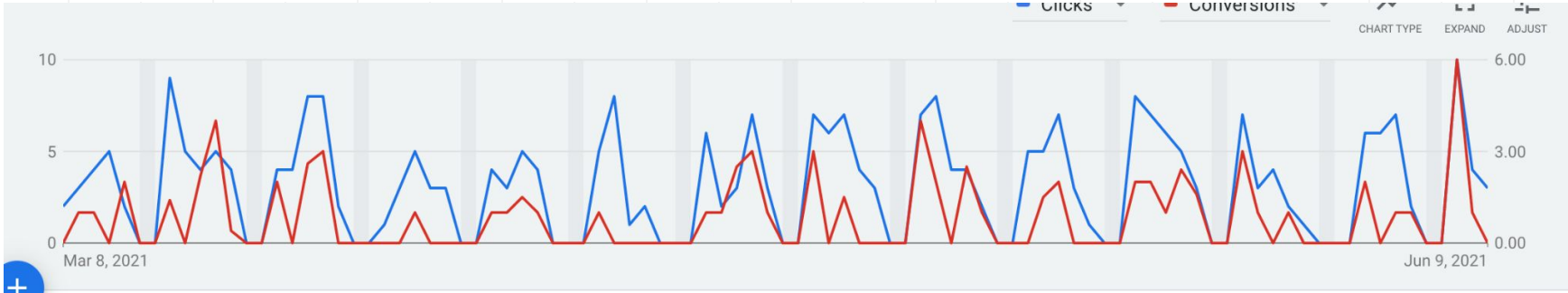


Campaign status: **All enabled** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Optimizati scc	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Dentist Terms	100%	Search	101	1,634	6.18%	$13.24	$1,337.06	14.40	$92.85
Brand - Apple Tree Dental	100%	Search	67	433	15.47%	$3.36	$225.39	26.50	$8.51
Total: All enabled campaigns			168	2,067	8.13%	$9.30	$1,562.45	40.90	$38.20
Total: Account			168	2,067	8.13%	$9.30	$1,562.45	40.90	$38.20

We can see that conversions increased by 88.51% and the cost per conversion went down.



Campaign status: **All enabled** ADD FILTER

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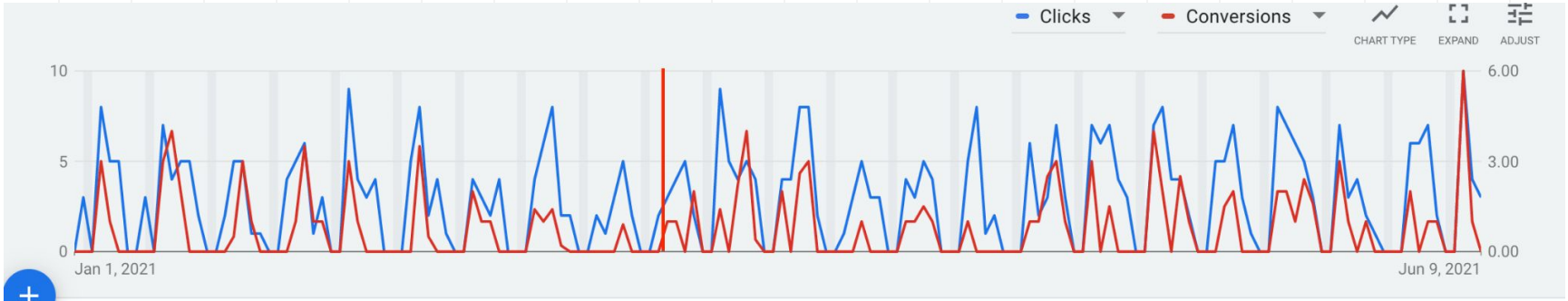
Campaign	Optimizati sc	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Dentist Terms	100%	Search	164	3,029	5.41%	$11.46	$1,879.63	29.40	$63.93
Brand - Apple Tree Dental	100%	Search	130	538	24.16%	$4.11	$534.65	47.70	$11.21
Total: All enabled campaigns			294	3,567	8.24%	$8.21	$2,414.28	77.10	$31.31
Total: Account			294	3,567	8.24%	$8.21	$2,414.28	77.10	$31.31

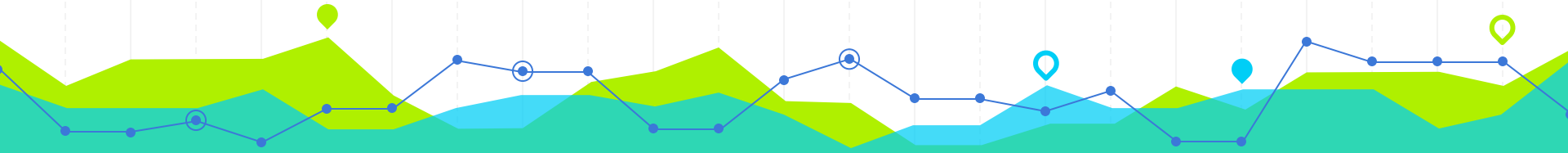
This is the overall picture of the account health.



Campaign status: **All enabled** ADD FILTER

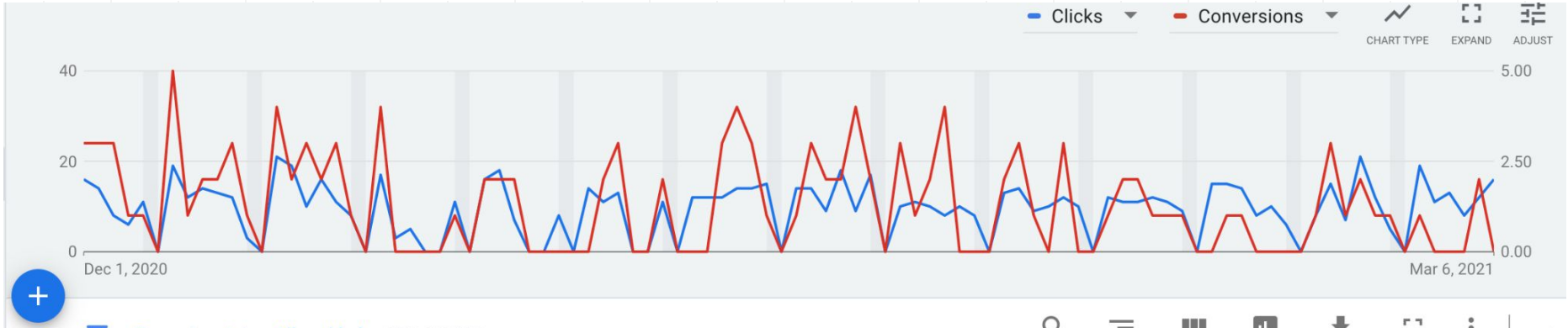
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Optimizati sc	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Dentist Terms	100%	Search	265	4,663	5.68%	$12.14	$3,216.69	43.80	$73.44
Brand - Apple Tree Dental	100%	Search	197	971	20.29%	$3.86	$760.04	74.20	$10.24
Total: All enabled campaigns			462	5,634	8.20%	$8.61	$3,976.73	118.00	$33.70
Total: Account			462	5,634	8.20%	$8.61	$3,976.73	118.00	$33.70



Example 2

Here we see how it was performing in the beginning.

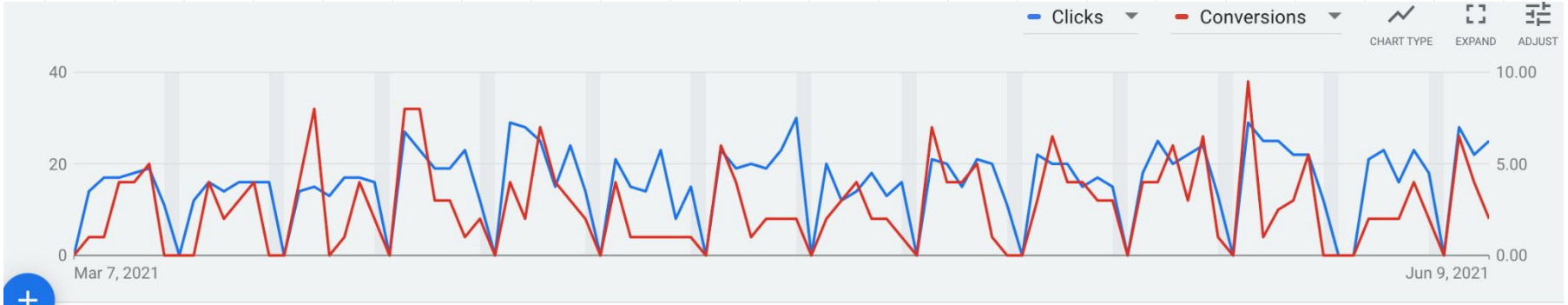


Campaign status: **All enabled** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Optimizati sc	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Brand	100%	Search	70	208	33.65%	$5.77	$404.23	7.00	$57.75
Carpet Cleaning Search	100%	Search	843	17,269	4.88%	$9.03	$7,608.84	117.00	$65.00
Total: All enabled campaigns			913	17,477	5.22%	$8.78	$8,013.07	124.00	$64.59
Total: Account			913	17,477	5.22%	$8.78	$8,013.07	124.00	$64.59

We can see that conversions increased by 104.84% and the cost per conversion went down.

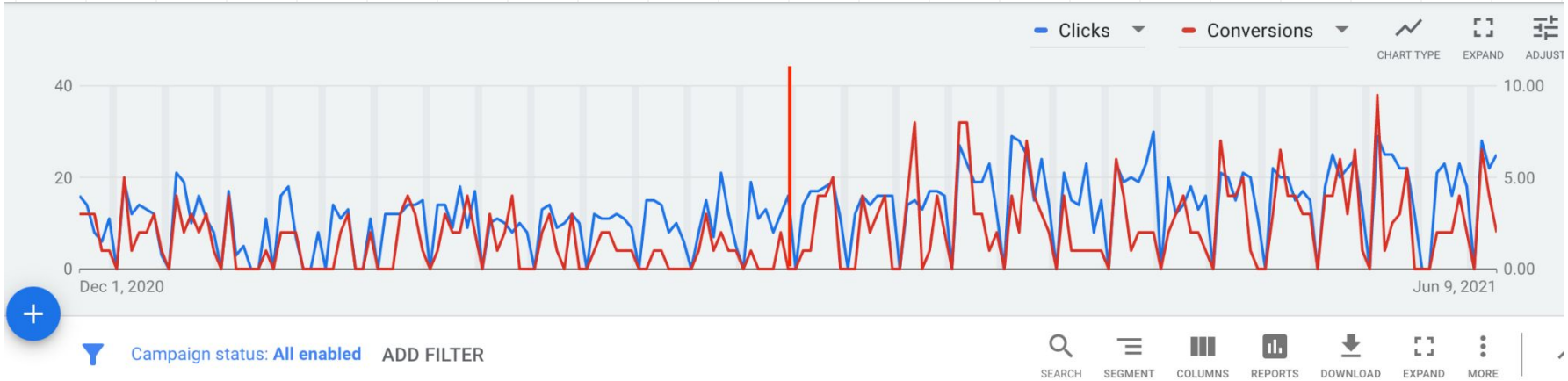


Campaign status: **All enabled** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Optimizati sc	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Brand	100%	Search	101	359	28.13%	$5.00	$504.69	37.50	$13.46
Carpet Cleaning Search	100%	Search	1,408	26,790	5.26%	$5.68	$7,990.51	211.50	$37.78
Total: All enabled campaigns			1,509	27,149	5.56%	$5.63	$8,495.20	249.00	$34.12
Total: Account			6,776	726,215	0.93%	$1.60	$10,811.56	254.00	$42.57

The real power comes when we see the full picture. The ride line indicates when I impacted the account.



Campaign status: **All enabled** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Optimizati sc	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Brand	100%	Search	171	567	30.16%	$5.32	$908.92	44.50	$20.43
Carpet Cleaning Search	100%	Search	2,251	44,059	5.11%	$6.93	$15,599.35	328.50	$47.47
Total: All enabled campaigns			2,422	44,626	5.43%	$6.82	$16,508.27	373.00	$44.25
Total: Account			7,689	743,692	1.03%	$2.45	$18,824.63	378.00	$49.79

So what happened?

- Keyword sculpting
- Improve ad copy
- Edit campaign settings
- Breakout adgroups
- Include dynamic ads
- Include bid adjustments for times of day and devices

Doing these strategies and other small ones helped the accounts improve drastically.