



Roofing | PPC Case Study

Summary

Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer.

- Google Ads is a product that you can use to promote your business, help sell products or services, raise awareness, and increase traffic to your website.
- Google Ads accounts are managed online, so you can create and change your ad campaign at any time, including your ad text, settings, and budget.
- There's no minimum spending commitment, and you set and control your own budget. You choose where your ad appears, set a budget that's comfortable for you, and easily measure the impact of your ad.

Performance Report

We initially launched four search campaigns, one smart campaign, and one performance max campaign. Our ads have been Live since August 24, 2023. Campaigns are:

- West Palm Beach FL - SKAG
- Martin/St Lucie FL - SKAG
- Lakeland FL - SKAG
- Lakeland FL - STAG
- Client website - PM (Performance Max)
- Client website (Smart Campaign)

All Time Stats (From August 2023)

West Palm Beach FL - SKAG

- Cost - \$16,944.44
- Clicks - 1,075
- Average CPC - \$15.76
- Conversion - 152
- CPA - \$111.48
- Conversion Rate - 14.14%

Martin/St Lucie FL - SKAG

- Cost - \$18,094.61
- Clicks - 1,225
- Average CPC - \$14.77
- Conversion - 258
- CPA - \$70.13
- Conversion Rate - 21.06%

Lakeland FL - SKAG

- Cost - \$7,915.87
- Clicks - 1,195
- Average CPC - \$6.62
- Conversion - 23
- CPA - \$344.17
- Conversion Rate - 1.92%

Lakeland FL - STAG

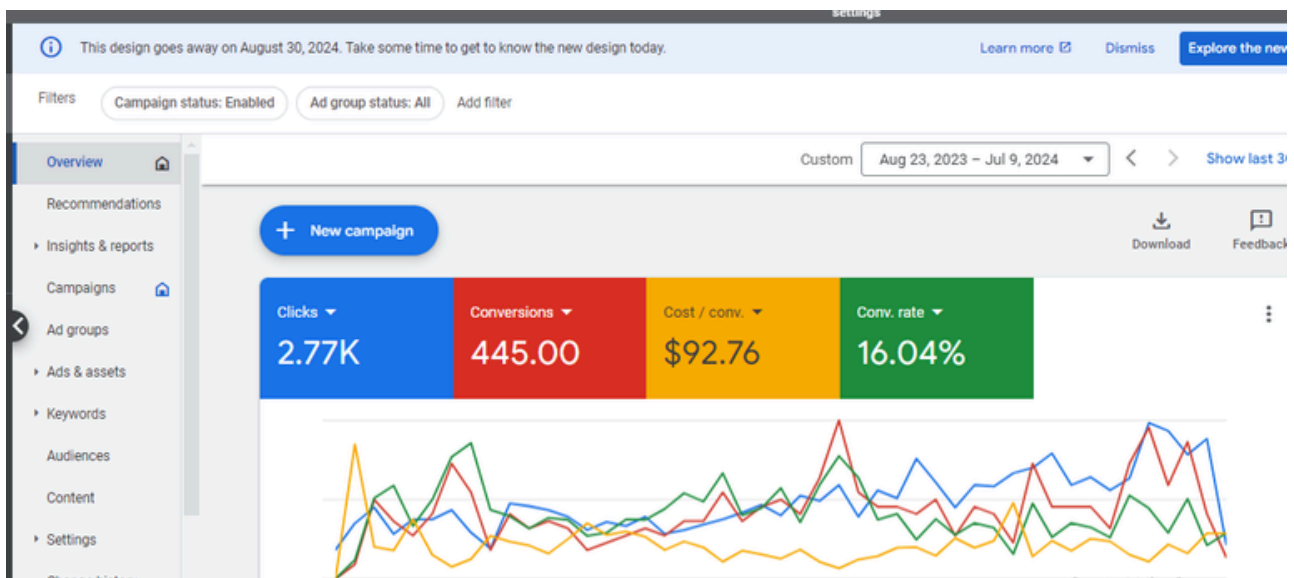
- Cost - \$4,511.78
- Clicks - 342
- Average CPC - \$13.19
- Conversion - 23
- CPA - \$196.16
- Conversion Rate - 6.73%

Client Website

- Cost - \$114.03
- Clicks - 56
- Average CPC - \$2.04
- Conversion - 3
- CPA - \$38.01
- Conversion Rate - 5.36%

Client - PM

- Cost - \$4,696.55
- Clicks - 14,223
- Average CPC - \$0.33
- Conversion - 35
- CPA - \$134.19
- Conversion Rate - 0.25%



Stats for June. 2024

West Palm Beach FL - SKAG

- Cost - \$1,897.98
- Clicks - 148
- Average CPC - \$12.82
- Conversion - 25
- CPA - \$75.92
- Conversion Rate - 16.89%

Martin/St Lucie FL - SKAG

- Cost - \$1,442.83
- Clicks - 140
- Average CPC - \$10.31
- Conversion - 33
- CPA - \$43.72
- Conversion Rate - 23.57%

Lakeland FL - SKAG

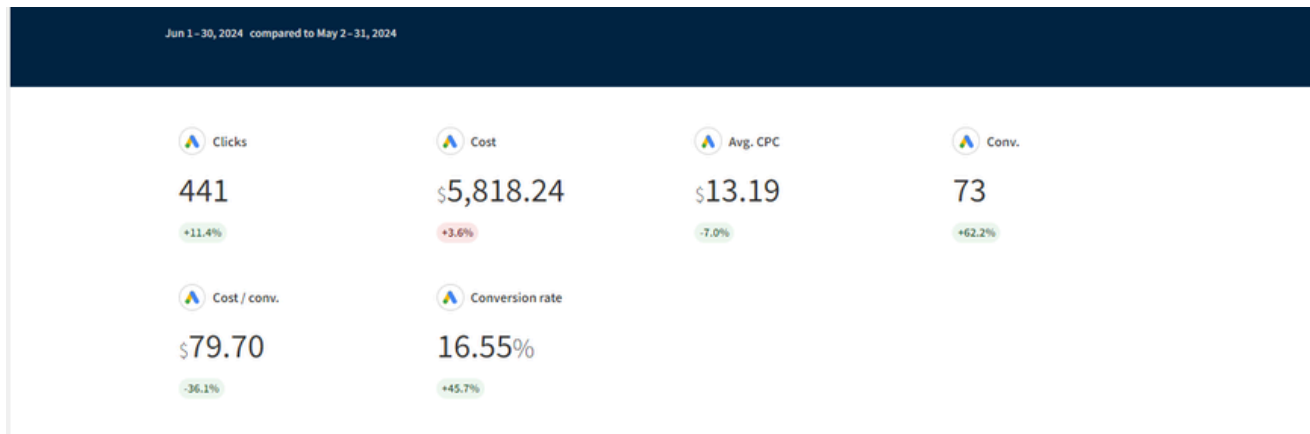
- Cost - \$437.64
- Clicks - 30
- Average CPC - \$14.59
- Conversion - 2
- CPA - \$218.82
- Conversion Rate - 6.67%

Lakeland FL - STAG

- Cost - \$2,039.80
- Clicks - 123
- Average CPC - \$16.58
- Conversion - 13
- CPA - \$156.91
- Conversion Rate - 10.57%

Winnings

- Clicks increased by 11.4%
- The number of conversions increased by 62.2%.
- The conversion rates increased by 45.7% & CPA reduced by 36.1%



Stats for May 2024

West Palm Beach FL - SKAG

- Cost - \$1,925.65
- Clicks - 134
- Average CPC - \$14.37
- Conversion - 19
- CPA - \$101.35
- Conversion Rate - 14.18%

Martin/St Lucie FL - SKAG

- Cost - \$1,491.24
- Clicks - 133
- Average CPC - \$11.21
- Conversion - 25
- CPA - \$59.65
- Conversion Rate - 18.80%

Lakeland FL - SKAG

- Cost - \$1,081.95
- Clicks - 62
- Average CPC - \$17.45
- Conversion - 2
- CPA - \$540.97
- Conversion Rate - 3.23%

Lakeland FL - STAG

- Cost - \$1,359.19
- Clicks - 86
- Average CPC - \$15.80
- Conversion - 3
- CPA - \$453.06
- Conversion Rate - 3.49%

Winnings

- Clicks increased by 12.5%
- The number of conversions increased by 36.1%.
- The conversion rates increased by 21.0% & CPA reduced by 17.7%

May 1 - 31, 2024 compared to Mar 31 - Apr 30, 2024

 Clicks

415

+12.5%

 Cost

\$5,858.03

+12.0%

 Avg. CPC

\$14.12

-0.4%

 Conv.

49

+36.1%

 Cost / conv.

\$119.55

-17.7%

 Conversion rate

11.81%

+21.0%