

**UNLOCK YOUR GOOGLE ADS POTENTIAL**

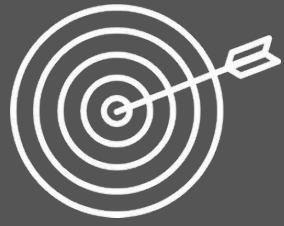
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**Plumbing: Service Plumber**  
**Plumbing: Water Heaters**  
**HVAC: AC Installation & Repair**  
**Case Study**

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**GEO-TARGET: Salt Lake County, Davis County, UT**

**KUWARE®**  
PLUMBING MARKETING



### CLIENT GOALS

Plumbing & Water Heater Leads Between \$75-133 CPA Per Lead



### HOW WE HELPED

We focused efforts on implementing negative keywords to reduce irrelevant search queries and clicks.

# RESULTS

	<b>\$63.42</b> CPA		<b>740</b> NO. OF CONVERSIONS
	<b>\$38.76</b> CPC		<b>61.11%</b> CONVERSION RATE
	<b>41.36%</b> IMPRESSION SHARE		<b>100%</b> MOBILE % OF TOTAL CONV
	<b>5/10</b> QUALITY SCORE		<b>70.5%</b> PHONE CALL CONV RATE
	<b>27.32%</b> % TOP IMPR SHARE		<b>1.58%</b> CTR

## CAMPAIGN REVIEW

- By implementing negative keywords consistently, we're able to reduce irrelevant search queries and clicks. Giving more budget to be converted as leads to the focused search terms and keywords. This has been particularly helpful through the match type changes by Google.

# ACCOUNT SNAPSHOT

Impressions : Google Ads <b>76466</b> ▲ 298.63%	Clicks : Google Ads <b>1211</b> ▲ 105.95%	CTR (%) : Google Ads <b>1.58</b> ▼ -48.53%	Average CPC : Google Ads <b>38.76 USD</b> ▲ 58.72%
Conversions : Google Ads <b>218</b> ▲ 44.37%	Google Ads Forms + Calls : Cu... <b>740</b> ▲ 10.86%	G Ads Conv Rate : Custom Wid... <b>61.11 %</b> ▲ 0.04%	Cost per G Ads Conv : Custom... <b>63.42 USD</b> ▲ 16.44%
Cost : Google Ads <b>46933.97 USD</b> ▲ 226.86%	Total Calls : Calltrackingmetrics <b>522</b> ▲ 2,800%	Missed Calls : Calltrackingmet... <b>11</b> ▲ 0%	Average Duration : Calltrackin... <b>01:01</b> ▼ -57.64%



**NICHE  
INSIGHTS**

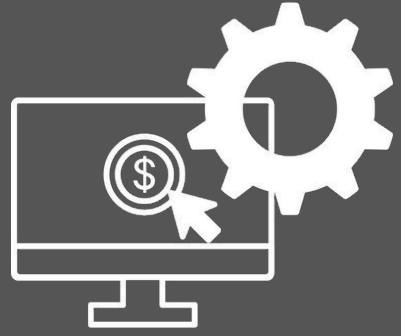
PPC SMART NICHE	PLUMBING & HVAC
Minimum Budget	\$3,000
Estimated CPA Range	\$75-\$475
Estimated Leads (Min Budget)	6-40
Remarketing Eligible	Yes
Recommended Offer	%off/New Customer Discount
What you need to know?	A competitive Offer is Key

**We have stellar results for dozens of Plumbers!**

**It is your turn now!!**

**Let us help YOU GROW your biz!!!**

**KUWARE®**  
PLUMBING MARKETING



**CPA:** aka Cost per Conversion. This is a crucial metric that estimates the expenses to acquire new customers and measures the revenue impact of a marketing campaign.



**CPC -** CPC is the most important factor that decides the earnings of the publishers. As far as we have analyzed CPC depends on three simple factors – Country, Keywords And Quality/Age of The Site, Impression Share etc.



**IMPRESSION SHARE -** Impression share is an important metric that shows advertisers how much percentage of the available impressions they garner as compared to their competitors.

## GLOSSARY





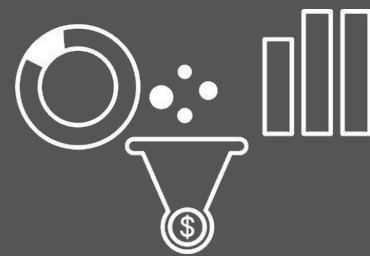
**QUALITY SCORE** - Quality Score is google's rating of the quality and relevance of both your keywords and PPC ads. It depends on multiple factors, including:

- Click-Through Rate (CTR).
- Relevance of Each Keyword to its Ad Group.
- Landing Page Quality And Relevance.
- The Relevance of Ad Text.
- Historical Google Ads Account Performance.

## GLOSSARY



**% TOP OF PAGE IMPR** - The percentage of time your ad has been shown in the top positions of the serp. This can often effect impr, click, CTR etc.



**NUMBER OF CONVERSIONS** - number of your users that are completing the set conversion action on the landing page. This allows to gauge the success of the site or app and identify areas for improvement. Improving the "conversion rate" refers to getting more conversions with the same amount of traffic.