

**UNLOCK YOUR GOOGLE ADS POTENTIAL**

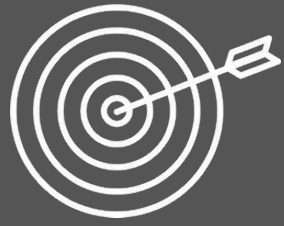
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# **Plumbing: Water Heaters Case Study**

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**GEO-TARGET: 25 Miles Around Memphis, TN**

**KUWARE<sup>®</sup>**  
PLUMBING MARKETING



### CLIENT GOALS


Plumbing & Water Heater Leads Between \$100-\$175 Per Lead



### HOW WE HELPED

We Implemented High Converting Call-Only Plumbing Landing Page & Campaigns. We managed and fine tuned this campaigns for highest ROI

# RESULTS

	<b>\$70.87</b> CPA		<b>275</b> NO. OF CONVERSIONS
	<b>\$24.76</b> CPC		<b>35%</b> CONVERSION RATE
	<b>81%</b> IMPRESSION SHARE		<b>82%</b> MOBILE % OF TOTAL CONV
	<b>7/10</b> QUALITY SCORE		<b>3</b> REMARKETING CONV
	<b>47%</b> % TOP IMPR SHARE		<b>2%</b> CTR

## CAMPAIGN REVIEW

- GEO-Target was very competitive.
- We focused on achieving the highest possible share of impressions for our targeted keywords for our budget.
- Paired with a highly competitive offer, we managed to steadily increase the number of leads earned month over month without increasing our cost per lead.

# ACCOUNT SNAPSHOT

37,712

27,281  
Impressions



787

432  
Clicks



2.09%

1.58%  
CTR



\$19,489.62USD

\$7,348.18USD  
Ad Spend



\$24.76USD

\$17.01USD  
CPC



23

7  
Web Conversions



252

95  
Phone Conversion



275

102  
Total Conversions



34.94%

23.61%  
Conversion Rate



\$70.87US

\$72.04USD  
Cost/Conversion



A circular orange badge with a white border containing the text "NICHE INSIGHTS" in white, bold, uppercase letters.

**NICHE  
INSIGHTS**

**PPC SMART NICHE**

**PLUMBING: WATER HEATERS**

Minimum Budget

\$1,000

Estimated CPA Range

\$25-\$175

Estimated Leads (Min Budget)

6-40

Remarketing Eligible

Yes

Recommended Offer

%off/New Customer Discount

What you need to know?

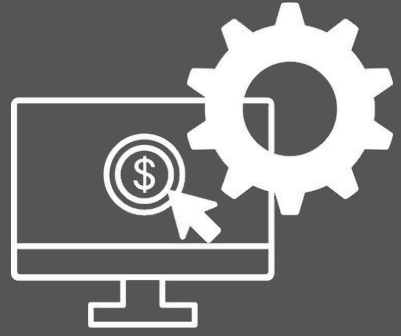
A competitive Offer is Key

**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





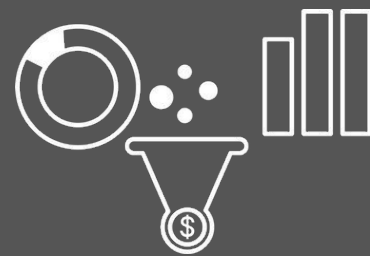
**QUALITY SCORE** - Quality Score is google's rating of the quality and relevance of both your keywords and PPC ads. It depends on multiple factors, including:

- 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.