

**UNLOCK YOUR GOOGLE ADS POTENTIAL**

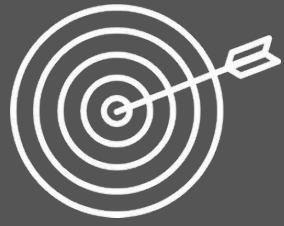
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# **Auto Services - Repair General/ Mechanic Case Study**

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**GEO-TARGET: State of Texas**

**KUWARE®**  
Auto Repair LEADS USA



### CLIENT GOALS






\$40-70



### HOW WE HELPED

By pairing tightly targeted keywords with a bid strategy focused on converting traffic, we were able to continually drive conversions for the client. From there we removed anything not converting and focused efforts on what was driving leads.

# RESULTS

	<b>\$32.87</b> CPA		<b>143</b> NO. OF CONVERSIONS
	<b>\$2.21</b> CPC		<b>6.73%</b> CONVERSION RATE
	<b>70%</b> IMPRESSION SHARE		<b>92%</b> MOBILE % OF TOTAL CONV
	<b>5</b> QUALITY SCORE		<b>135</b> PHONE CONV
	<b>65%</b> % TOP IMPR SHARE		<b>0.52%</b> CTR

## CAMPAIGN REVIEW

- By focusing on keyword performance and bidding strategy, we were able more than triple the conversion with a very good CPA. Continuous efforts on bid adjustments for locations and devices aided in boosting the performance of the account.

# ACCOUNT SNAPSHOT





**NICHE  
INSIGHTS**

PPC SMART NICHE	Auto Services - General Repair / Mechanic
Minimum Budget	\$1,000
Estimated CPA Range	\$20-\$40
Estimated Leads (Min Budget)	25-50
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 Auto Repair companies!**

**It is your turn now!!**

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

**KUWARE®**  
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**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 -



**IMPRESSION SHARE -** IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.

## GLOSSARY



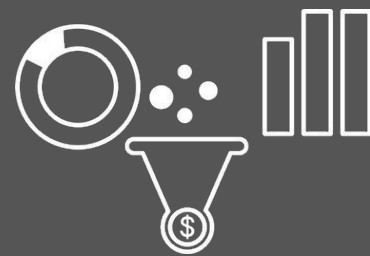


**QUALITY SCORE** - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- YOUR CLICK-THROUGH RATE (CTR).
- THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP.
- LANDING PAGE QUALITY AND RELEVANCE.
- THE RELEVANCE OF YOUR AD TEXT.
- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE.



**% 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 YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING THE "CONVERSION RATE" REFERS TO GETTING MORE CONVERSIONS WITH THE SAME AMOUNT OF TRAFFIC.

## GLOSSARY