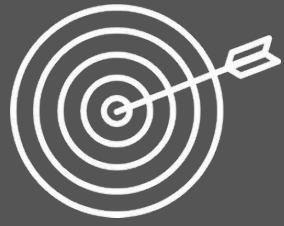


UNLOCK YOUR GOOGLE ADS POTENTIAL

KUWARE[®]
Auto Repair LEADS USA

Auto Services - Repair General/Mechanic

GEO-TARGET: State of Michigan



CLIENT GOALS

CPA \$20-40



HOW WE HELPED

Campaigns and landing page were structured to ensure maximum relevance for the target area, along with strong main CPA offer for this specific account.

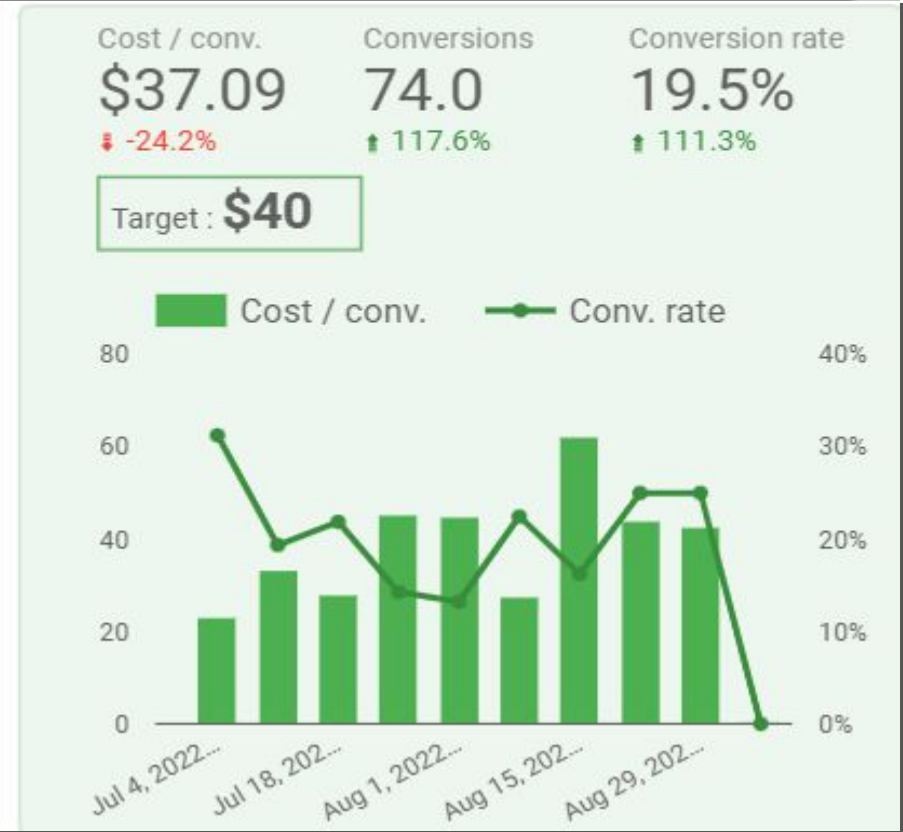
RESULTS

	\$37.09 CPA		74 NO. OF CONVERSIONS
	\$7.22 CPC		19.5% CONVERSION RATE
	93.2% IMPRESSION SHARE		19.70% MOBILE % OF TOTAL CONV
	5/10 QUALITY SCORE		0 REMARKETING CONV
	58.6% % TOP IMPR SHARE		4.90% CTR

CAMPAIGN REVIEW

- By building highly relevant campaigns and a high converting landing page, we were able to drive new customers at an affordable CPA despite very low search volumes for the area. As the account continued to grow and improve, we were able make slight adjustments to continue to keep CPA low, and CPC within a reasonable level.

ACCOUNT SNAPSHOT





**NICHE
INSIGHTS**

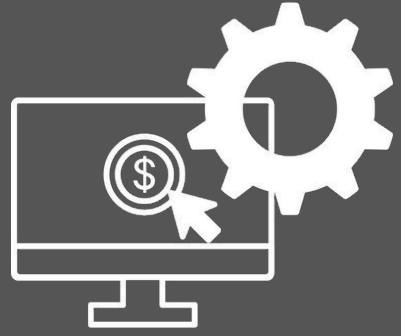
PPC SMART NICHE	Auto Services: Repair General/Mechanic
Minimum Budget	\$1,000
Estimated CPA Range	\$20-40
Estimated Leads (Min Budget)	13-40
Remarketing Eligible	Yes
Recommended Offer	%off/New Customer Discount
What you need to know?	A competitive Offer is Key

We have stellar results for dozens of Auto Repair companies!

It is your turn now!!

Let us help YOU GROW your biz!!!

KUWARE®
Auto Repair LEADS USA



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

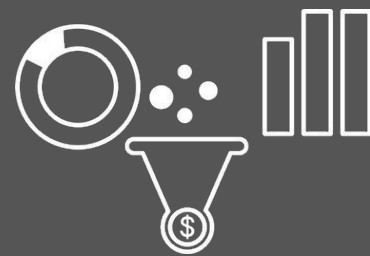


QUALITY SCORE - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- 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