



## BACKGROUND

IT'S AN AUTO WINDOW TINTING SERVICE IN CA, USA. WE TOOK OVER THE ACCOUNT IN NOVEMBER WHEN THE CONVERSIONS AND CLICK VOLUME WAS DIPPING AND THE COST PER CONVERSION WAS RISING. OUR TASK WAS CUT OUT - TO DIVE HIGHER VOLUME OF CLICKS AND CONVERSIONS.

## WHAT WE DID

## AREAS OF EXPERTISE

- Google Ads
- YouTube Ads
- LinkedIn Ads
- Facebook/Instagram Ads
- SEO
- Video Production
- Business Consultation

WE STARTED WITH KEYWORDS RESEARCH, THERE WERE HUNDREDS OF KEYWORDS TO TARGET BUT WE STARTED WITH HIGHLY TARGETED ONES SO THAT WE CAN TEST HOW THE BEST KEYWORDS PERFORMED. WE ALSO DID A COMPETITIVE ANALYSIS TO CHECK WHAT THE FELLOW "AUTO-TINTERS" WERE UP TO!

THE GEOGRAPHICAL AREA TO BE TARGETED WAS SMALL AND THE CHALLENGE TO DRIVE MORE CLICKS WAS HUGE. WE DECIDED TO SET UP LOCATION-BASED CAMPAIGNS BECAUSE PEOPLE LIKE TO SEE LOCATION NAMES IN THE AD TEXT FOR SUCH SERVICES. IT ALSO MAKES AN AD COPY HIGHLY RELEVANT TO THE SEARCH TERMS.

WE ALSO DID CONVERSION RATE ANALYSIS AND CARRIED OUT SOME TWEAKS IN THE LANDING PAGES. THIS IS VITAL FOR ANY AD CAMPAIGN, WITHOUT CONVERSION RATE OPTIMIZATION/ANALYSIS EVEN THE BEST OF CAMPAIGNS ARE LIKELY TO UNDERPERFORM.

WE PLAYED AROUND WITH DIFFERENT BID STRATEGIES TO TEST WHAT WORKS BEST. TRYING DIFFERENT THINGS IS THE ONLY WAY TO KNOW WHAT WORKS BEST,

## THE RESULT

FIRSTLY, WE WERE ABLE TO BRING THE CLICK VOLUME UP FROM AN AVERAGE OF 15 PER DAY IN NOVEMBER TO ABOUT 35 PER DAY IN JAN. NUMBER OF CONVERSIONS WENT UP FROM 2 PER DAY TO ABOUT 6 PER DAY. IN THE PROCESS, WE WERE ABLE CUT DOWN THE COST PER CLICK BY ABOUT 30%. THE QUALITY SCORES WENT UP TOO. IF YOU INCREASE CONVERSIONS THEN YOU AUTOMATICALLY LOWER THE COST PER CONVERSION. SO IT ALL ADDED UP WELL AND THE ACCOUNT IS DOING GOOD AT PRESENT.

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