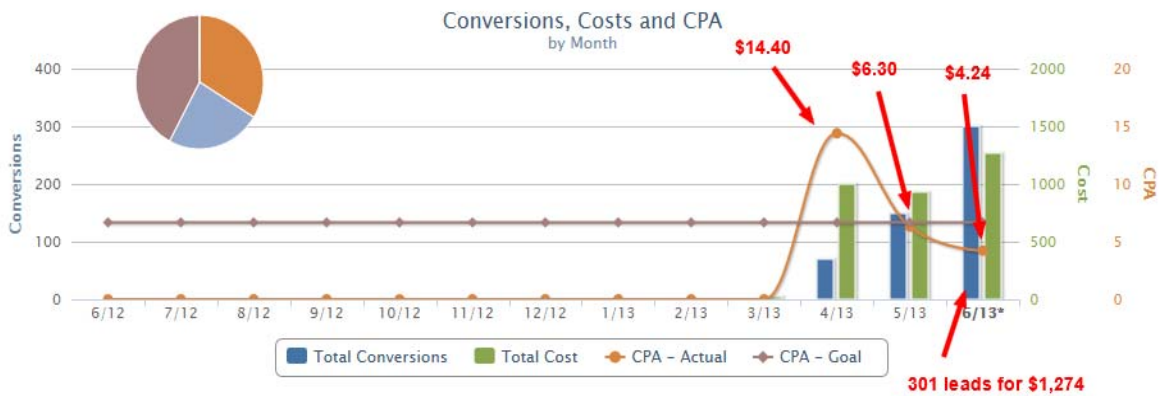




PPC Case Studies: As you can see we do a really great job with PPC and I wanted to give you a good idea that most campaigns tend to follow this trajectory. Obviously some campaigns are more difficult than others but if they fall into traditional categories we can typically expect solid results.

### 1) Case Study in Mobile Market



MTD CONVERSIONS		MTD COST		MTD CPA		MTD IMPRESSIONS	
Goal:	Projected:	Goal	Projected:	Goal		Actual:	
150	301	\$ 1,000	\$ 1,274	\$ 6.67		0	
Actual:	Difference:	Actual:	Difference:	Actual:			
261 (44/217)	151	\$ 1,104	\$ 274	\$ 4.23			

### 2) Case Study for Floral Shop



### 3) Case Study for a Private School



### 4) Case Study for a Builder....a Mature Campaign



**Analysis:** The most important line is the orange line. That shows the cost of each phone call/web lead. Although there are bumps along the way costs per lead tend to go down over time. I do not anticipate that this campaign will be any different despite anticipated difficulties in eliminating job seekers. Due to the high value of each sale we believe PPC will produce positive results. If after 3 months, the data shows that we are incorrect we can eliminate Paid search from our SEM plan.

### Monthly Analyst Activities

- KWR
- Write Ad Copy
- Create ad groups
- Create MMC if needed
- Create new Adwords account if needed (and link to MMC)
- Set up phone tracking rules
- They will set up analytics to track conversions
- Set up location targeting
- Build initial negative keyword list
- Adjust mobile bid adj %
- Create ReMarketing Bucket (If requested)
- Tag all Test. Url's with Phone Script tag
- Test Phone line
- Ensure phone number swaps out when ppc ad is clicked
- Test Web form conversion
- Review competitors PPC program ( Ad copy,Keywords,Avg. Pos. Ect.)
- Link Google Analytics to Google Adword
- Link Google Analytics to Agency Dashboard
- Set up day parting hours if needed
- Create Ad Extensions(Location, Call Ext.,Site link)