


CASE STUDY:

CLIENT COMPANY:

 **CLIENT GOALS:** Decrease cost per lead and increase sales to over 1000 new clients per month.

CLIENT RESULTS:

Decrease cost per lead by more than 30%. Used savings to scale the company to 3 consecutive INC 5000 awards (list of fastest growing companies in the United States). Scaled from 20 team members to more than 75.




STATS:

Monthly Average

5963 Free Consultations Per Month **\$515,420** / month in average revenue
1223 New Clients Per Month **5 to 1 ratio** of advertising to revenue
\$96,079 / month in advertising spend

HOW WE DID IT:

Google ads

Campaign	Budget	Status	Campaign type	Imp.	Interactions	Interaction rate	Avg. cost	↓ Cost	Conversion	Cost / conv.	Conv. rate	Avg. pos. ▲
 Search - USA ALL New 11.28.18	\$20,000.00	Eligible	Search	372,510	13,294 clicks	3.57%	\$3.47	\$46,133.90	2,110.82	\$21.85	15.88%	3.9
 Search - Spanish	\$2,000.00	Eligible	Search	44,552	4,243 clicks	9.53%	\$1.95	\$8,274.62	395.53	\$20.92	9.32%	2.2
 Search - Brand Campaign	\$500.00	Eligible	Search	6,889	406 clicks	5.89%	\$2.64	\$1,072.84	56.88	\$18.84	14.04%	3.6
 Search - Competitors	\$1,000.00	Eligible	Search	3,085	55 clicks	1.78%	\$3.12	\$171.54	7.36	\$23.29	13.39%	3.9
Total: All enabled campaigns				427,036	18,000 clicks	4.22%	\$3.09	\$55,652.90	2,570.59	\$21.65	14.28%	3.7
Total: Account ⓘ	\$23,500.00			427,036	18,000 clicks	4.22%	\$3.09	\$55,652.90	2,570.59	\$21.65	14.28%	3.7
Total: Search campaigns ⓘ				427,036	18,000 clicks	4.22%	\$3.09	\$55,652.90	2,570.59	\$21.65	14.28%	3.7

Bing Ads

Microsoft | Advertising | **Campaigns** | Reports | Opportunities | Tools | Import Campaigns

All Campaigns

Overview | Recommendations **NEW!** | **Campaigns** | Ad Groups | Settings | Ads | Keywords | Audiences | Ad Extensions | Auto Targets | Change History | Dimensions | Competition | Experiments

+ Add or remove tiles



Facebook Ads

Search Filters: Campaign Delivery: Any X Impressions (Campaign): 0 X

Account Overview | **Campaigns** | Ad Sets | Ads

+ Create | Duplicate | Edit | Rates

Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent
Review Remarketing	273 New Lead	5,306	102,509	\$16.77 Per New Lead	\$4,570.21
Lead Form Only	2,625 Leads (Form)	579,791	1,319,067	\$9.92 Per Lead (Form)	\$26,034.66
Results from 2 campaigns		584,393 People	1,421,596 Total		\$30,612.87 Total Spent

TESTIMONIAL:



“They’ve helped us grow to more than 1000 new clients per months consistently using google, facebook and SEO. RealTop Marketing is an absolute marketing wiz! “

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