

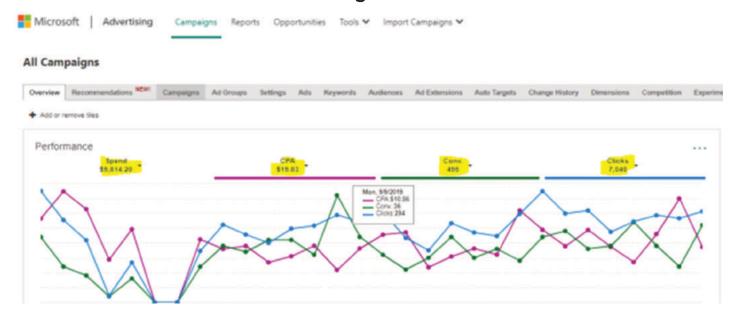
CASE STUDY:

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

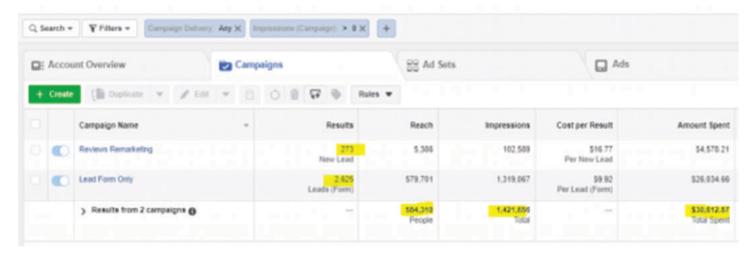
Google ads

Campaign	Budget	Status	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost	Conversions	Cost / conv.	Conx. rate	Avg. A
Search - USA ALL New 11:28:18	\$20.000_ 🖸	Eligible	Search	372,510	13,294 clicks	3.57%	\$3.47	\$46,133.90	2,110.82	\$21.85	15.88%	3.0
Q Search - Spanish	\$2,000.0	Eligible	Search	44,552	4,245 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	\$1,000.0 🖂	Elgible	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 ①	\$23,500.0			427,036	18,000 clicks	4.22%	\$3.09	\$55,652.90	2,570.59	\$21.65	14.28%	3.7
Total: Search campaigns ①				427,036	18,000 plicks	4.22%	\$3.09	\$55,652,90	2.570.59	\$21.65	14.28%	3.7

Bing Ads



Facebook Ads



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! "