

CASE STUDY:

CLIENT COMPANY:



CLIENT GOALS:

To scale his company and set up an automated marketing machine. He had used a previous agency but was not happy with their lack of transparency, communication, reporting and comprehension of how his business actually worked.

CLIENT RESULTS:

Decreased cost per lead by 50%+. Scaled campaign and increased conversions by over 270%. Clients had to start hiring additional staff to keep up with all of the new business.

HOW WE DID IT:

- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- In-Depth Keyword Research and Search Query Optimization
- Extensive Daily Negative Keyword List Creation
- Creation of invalid click blocking system
- New Google Analytics Reporting
- New Call Tracking Reporting with Call Recording and Instant/
- Daily/Weekly/Monthly report to client for sales optimization
- Feedback loop communication system with his team and our marketing manager
- Removal of Google Shopping campaign
- Removal of Google display campaign
- Re-Allocation of ad spend to search
- Create of remarketing campaign

CASE STUDY:

Google Ads

Campaign	Clicks <>	Impr. <>	Conversion: <>	Cost <>	CTR <>	Cost / conv. <>	Avg. CPC <>
[Campaign Name]	1,370 (+113.40%)	33,465 (+94.55%)	204.00 (+325.00%)	\$9,380.31 (+80.21%)	4.09% (+9.69%)	\$45.98 (-57.60%)	\$6.85 (-15.55%)
[Campaign Name]	273 (+26.39%)	822 (-19.57%)	144.00 (+242.86%)	\$313.90 (+13.97%)	33.21% (+57.14%)	\$2.18 (-66.76%)	\$1.15 (-9.83%)
[Campaign Name]	1,643 (+91.49%)	34,287 (+88.15%)	348.00 (+286.67%)	\$9,694.21 (+76.88%)	4.79% (+1.77%)	\$27.86 (-54.25%)	\$5.90 (-7.63%)
[Campaign Name]	1,643 (+72.58%)	34,287 (+15.89%)	348.00 (+278.26%)	\$9,694.21 (+70.66%)	4.79% (+48.93%)	\$27.86 (-54.88%)	\$5.90 (-1.12%)

TESTIMONIAL:



“RealTop Marketing has helped me reduce my spending by more than 50% withing the first 14 days while increasing our lead volume drastically over that same time period.”

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