

Custom Signs NY

Background:

Custom Signs NY is a New York-based company specializing in designing and manufacturing signage. The client was previously engaged in PPC activities but wasn't satisfied with the results.

27.23%

Decrease in Cost/Lead

32.08%

Increase in Click-through-rate

24.50%

Decrease in Cost/Click

Timeline:

Feb 2021 - Sep 2021: Metrics from when the client was running his own campaigns.

Campaign	Clicks	Impr.	CTR	Avg. CPC	Conversion:	Phone calls
Total: Account	3,740	82,735	4.52%	\$7.02	139.00	119

Campaign ↓	Clicks	CTR	Avg. CPC	Cost	Impr. (Top) %	Conversions	Phone calls
🔍 SAM MAIN ACTIVE CAMPAIGN	3,099	4.15%	\$5.50	\$17,039.18	73.14%	118.00	106
🔍 Optimized Campaign RUN THIS CAMPAIGN	626	8.15%	\$14.65	\$9,172.55	91.63%	21.00	13
Total: Filtered campaigns ⓘ	3,725	4.52%	\$7.04	\$26,211.73	75.06%	139.00	119

Oct 2021 - May 2022: We took over the client's Google Ads account to set up and manage structured Google Search ads campaigns

Campaign	Clicks	Impr.	CTR	Avg. CPC	Conversion:	Phone calls
Total: Account	4,414	73,929	5.97%	\$5.30	155.00	150

Campaign ↓	Clicks	CTR	Avg. CPC	Cost	Impr. (Top) %	Conversions	Phone calls
🔍 PPC Service - Search - Phrase	1,833	5.04%	\$5.41	\$9,920.43	80.38%	74.00	83
🔍 PPC Service - Search - Exact	2,547	7.15%	\$5.18	\$13,201.33	82.60%	81.00	63
🔍 PPC Service - Call Only - Phrase	34	1.73%	\$8.22	\$279.42	84.69%	0.00	4
Total: All enabled campaigns	4,414	5.97%	\$5.30	\$23,401.19	81.55%	155.00	150

Results:

Following is the summary on how our campaigns were beneficial for his business:

1. Leads

For lead creation, the client was focused on the contact page form submission and phone calls through the website. We recommended several suggestions to the client for improving their website's landing page experience to better attract their target audience which resulted in a **25.37%** increase in total leads. Moreover, we were able to successfully bring the cost per lead down by **27.23%**, resulting in cost savings for the client with an **18.02%** increase in website traffic.

2. Click-through-rate (CTR)

The click-through-rate (CTR) is used to gauge how well your ads are performing. Previously, the client's campaigns had a CTR of **4.52%**, while our ad copies received a **5.97%** CTR. Our headlines and descriptions were tailor-made to each ad group resulting in higher ad relevance and an increase of **32.08%** in CTR.

3. Cost-per-click (CPC)

As campaigns were increasingly optimized, we were able to gradually bring down the average CPC by **24.50%** as compared to when the client was running his PPC campaigns.