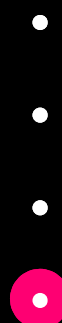
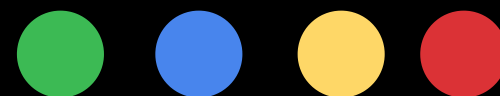




# GOOGLE ADS

## Case Study





## **Our Client:**

This company helps coaches and consultants create and fill their coaching programs with high-quality clients.

## **Goal:**

Generate high-quality ads for their online courses.

## **Project Duration:**

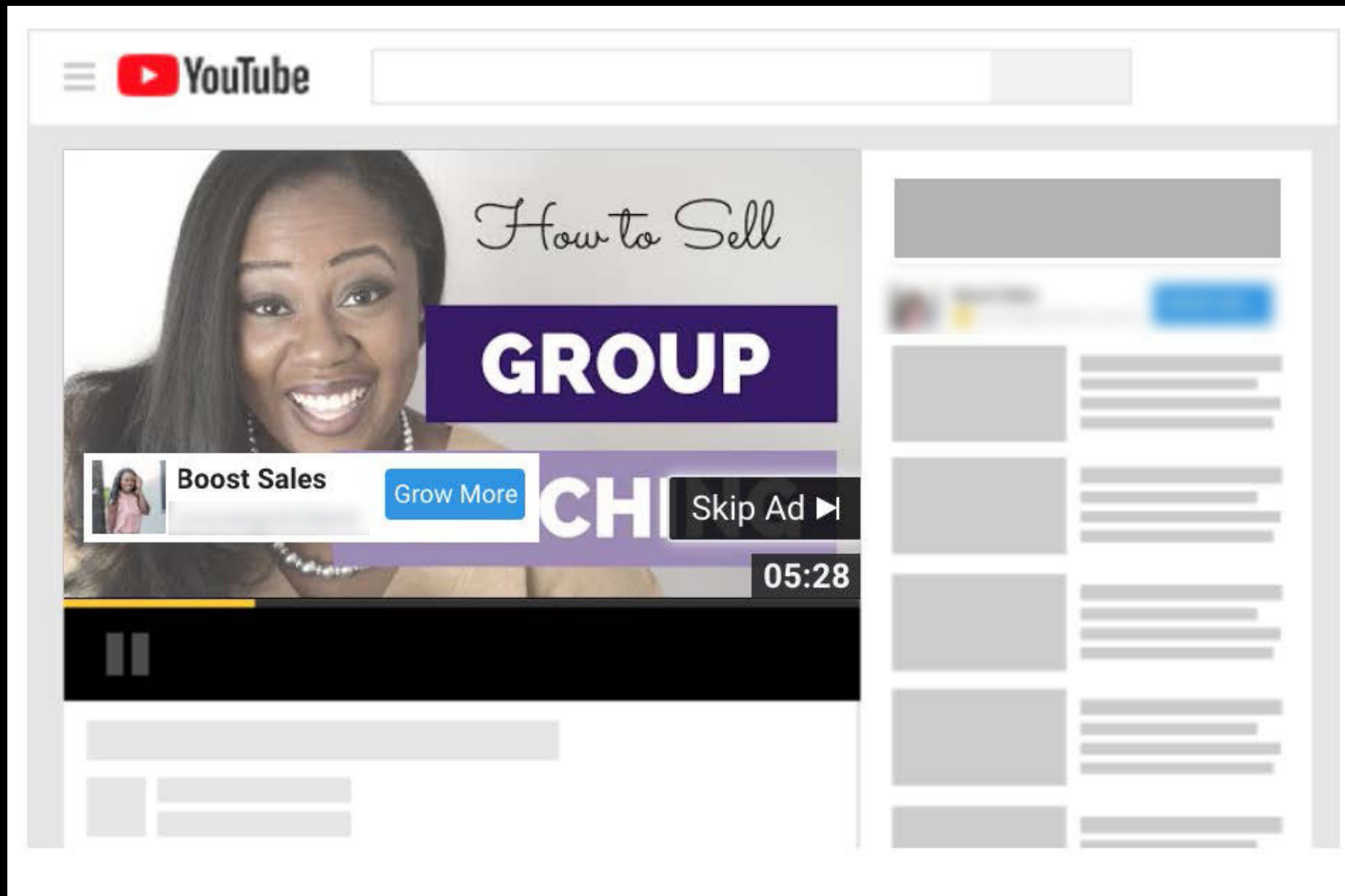
6 Months

## **Problem Statement:**

The company needed new product sales for their business.



# Best Performing Ad



- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 260k+ views.
- After generating quality link clicks and product sales, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
10 billion - 1 trillion	58	27	8.62%

**\$ Budget:** \$4,000 **Per**

**📍 Location:** Month **United States**

## Solution (Campaigns Used):

**Dynamic Ads:** Pulling content from the website into the ads.

**Search Ads:** Finding people who are intentionally looking for a realtor.

**Remarketing Ads:** Reminding visitors to return to their respective agent's landing page to finalize a phone call

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new leads for each agent in their respective regions. The team is actively optimizing each campaign for the regions that are not seeing results. The ideal goal was to reach more clients in each region within the company's set budget, which was accomplished.

## Key Metrics

Unique impressions	CTR	Conversions
266,901	1.76%	86

**\$ Budget:** \$1,200 **Per**

**📍 Location:** Month  
Worldwide

## Solution (Campaigns Used):

**Video Ads:** Finding people who are intentionally looking for the client's services via video ads.

**Display Ads:** Generating awareness through product images and creatives

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new business for the client and potential future growth.