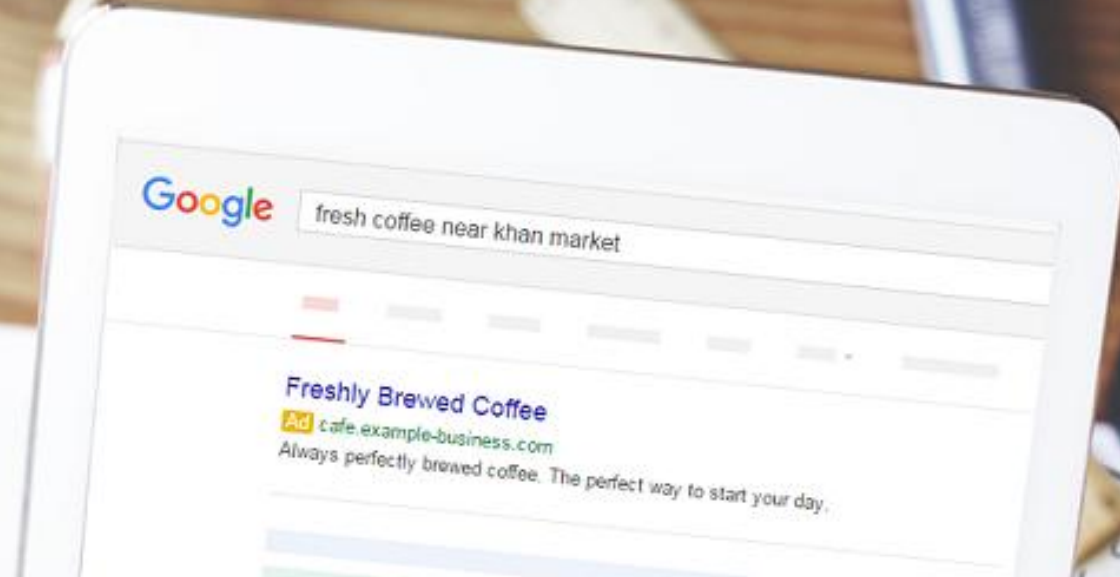


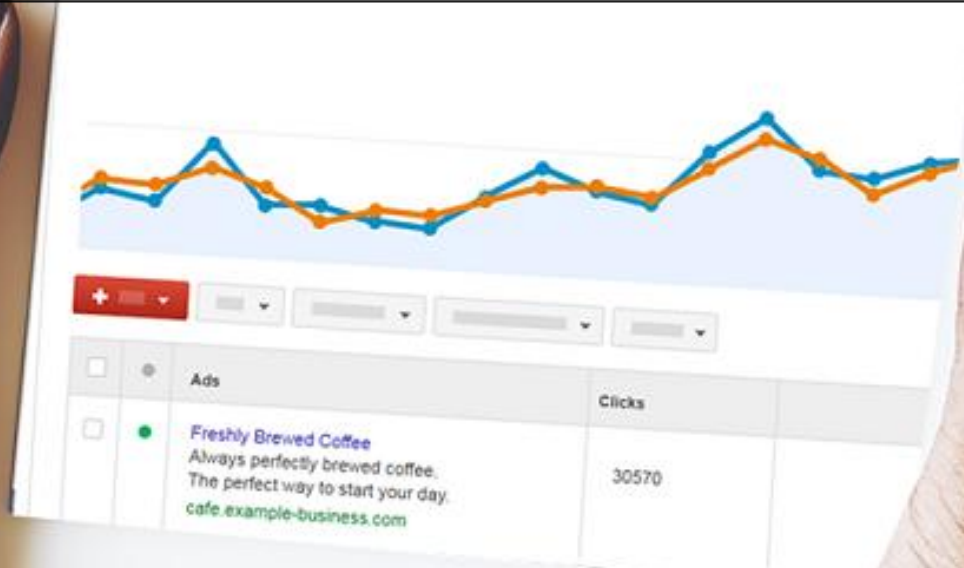


- 1. Visualize
- 2. Analyze
- 3. Realize
- 4. Materialize
- 5. Stabilize



GOOGLE ADWORDS CASE-STUDY #01

Business: Dentistry
Timeline: 6 months



A Dentistry business uses local and mobile AdWords campaigns and remarketing to improve AdWords revenue by 84%

THE GOALS

- Cost-effectively reach potential targeted audience and get more patients
- Improve value of search campaigns
- Decrease costs per conversions
- Re-engage visitors after they leave the website

THE APPROACH

- Used remarketing feature to target precise audience groups
- Tailored ads to these specific groups based on user actions
- Ran ads on relevant pages across the web, tested various creatives, landing pages to optimize CTR, conversion rate (book or call for Appointments)
- Created remarketing lists based on different actions web users took online

THE RESULTS

- Reduced costs-per-conversion by 15%
- Conversion rates and CTR almost twice in timeline of 2 months
- Number of appointments increased by 90% and phone calls by 79%



CHALLENGES

- The competitors began advertising on AdWords in increasing volume, and our client began experiencing lower ad positions and higher competition for key search phrases. Their account was becoming far more expensive and returning less on their investment.
- Google to stopped showing ads on right side of desktop search results. The change drive up average CPCs as the competition for the top 4 slots increased.

Google search for "dentists in calgary". Results include:

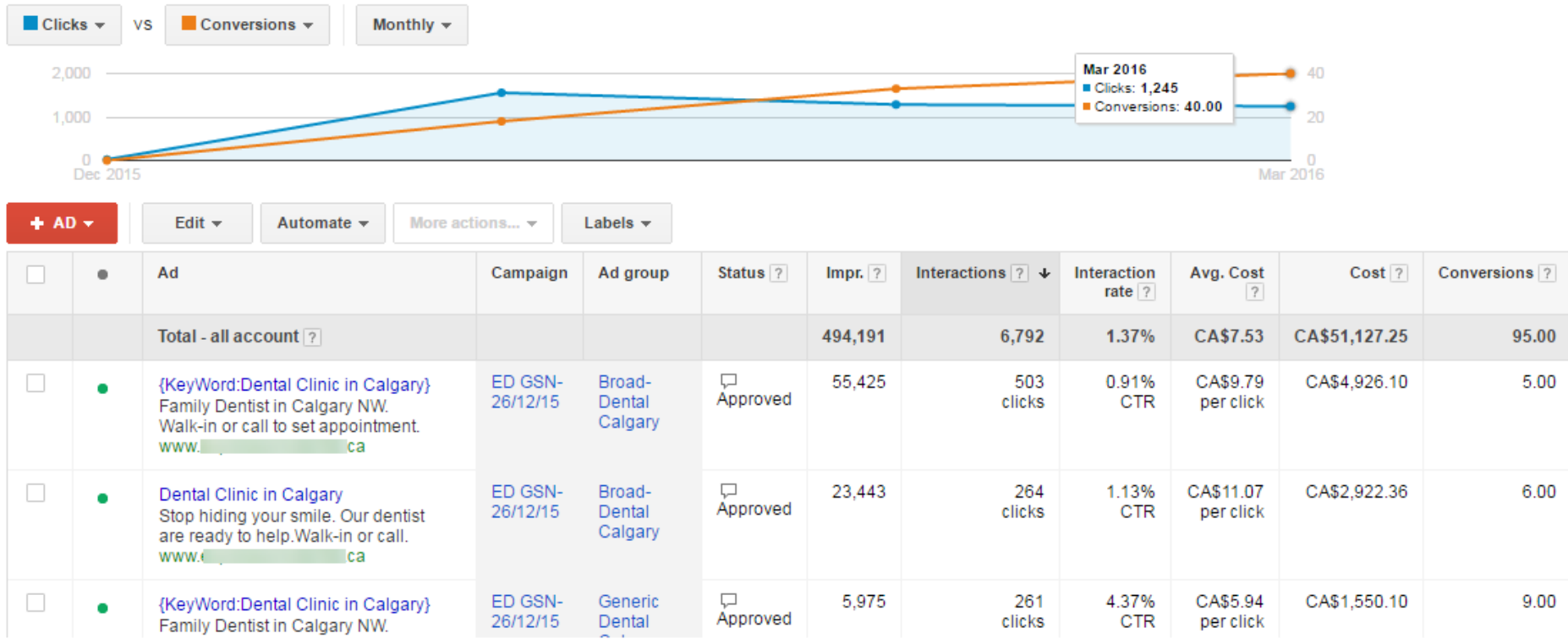
- Westhills Dental Centre - westhillsdental.com
Ad www.westhillsdental.com/ ▼
Your Calgary Family Dentist. Open Saturday. New Patients Welcome
218 Stewart Gr. SW, Calgary, AB
- Dentist In Calgary - [redacted]dental.ca
Ad www.[redacted].ca/ ▼
Family Dentist in Calgary NW. Walk-in or call to set appointment.
Services: invisalign, Root Canal, Zoom Teeth Whitening, Emergency Dental care, ...
Teeth Extraction Care - Root Canal Treatment - Book Your Consultation
- Sundance Dental - Calgary - SundanceDental.ca
Ad www.sundancedental.ca/ ▼
Located South of Fish Creek Park. New Families Welcome! Call Today.
70 Shawville Rd, Unit 134, Calgary, Alberta

Google search for "emergency dentists in calgary". Results include:

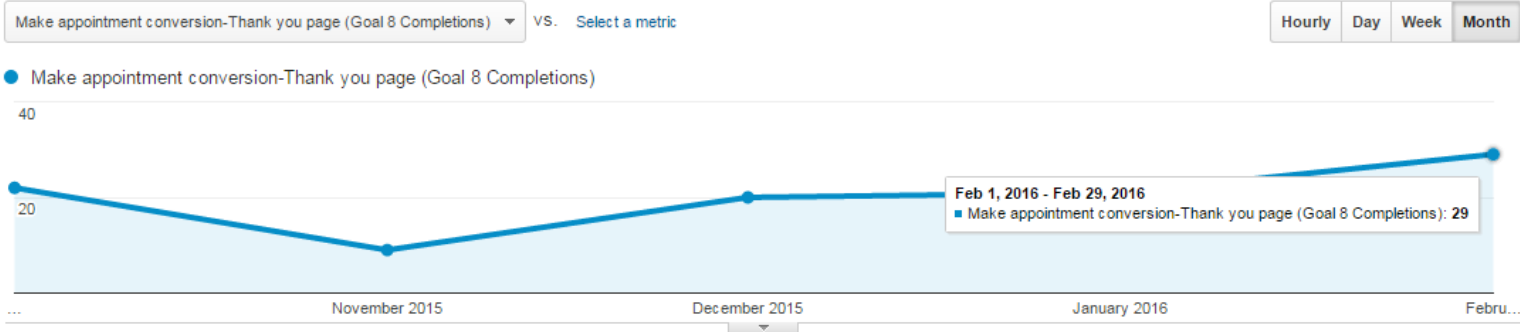
- Emergency Dental Calgary - Family Dentist in Calgary NW
Ad www.[redacted]dental.ca/ ▼
Walk-in or call to set appointment.
41 Crowfoot Rise NW, Calgary, AB - Open today · 6:45 AM – 5:15 PM ▼
- Emergency dental calgary - New Patients Are Welcome
Ad www.bitedental.com/Dentist ▼
Call Now. Same-Day Emergency Care!
Painless freezing · Sedation Dentistry · Topical Anaesthetic
Make an appointment - Contact Us - About Us
Suite 311-16061 Macleod Tr SE, Calgary, AB
- Emergency Dentist Calgary - SundanceDental.ca
Ad www.sundancedental.ca/Open-Saturday ▼ (587) 802-0070 FREE
Same Day Dental Appointments. Call Now To See A Dentist ASAP.
70 Shawville Rd, Unit 134, Calgary, Alberta

Adwords statistics

Website Current Statistics as on 25th Mar 2016



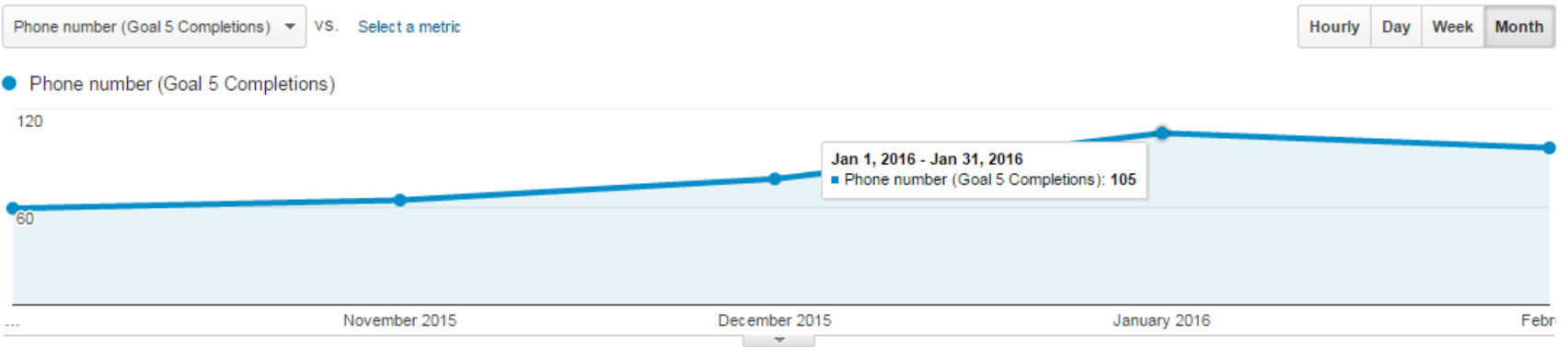
Analytics statistics (appointment form as on 25th mar 2016)



Campaign / Campaign ID	Acquisition				Conversions	
	Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Make appointment conversion-Thank you page (Goal 8 Conversion Rate) ?	Make appointment conversion-Thank you page (Goal 8 Completions) ?
	6,580 % of Total: 100.00% (6,580)		\$6.33 Avg for View: \$6.33 (0.00%)	6,023 % of Total: 57.89% (10,404)	1.05% Avg for View: 1.02% (2.66%)	63 % of Total: 59.43% (106)
ED GSN- 26/12/15 397608670	4,638 (70.49%)		\$5.64	4,357 (72.34%)	1.15%	50 (79.37%)
ED.CA Campaign Jan 2015 301046110	1,302 (19.79%)		\$8.88	1,083 (17.98%)	1.02%	11 (17.46%)
Dental Cleaning 2015-16 396320230	333 (5.06%)		\$3.55	304 (5.05%)	0.00%	0 (0.00%)
Dental Services Jan 2015 301655350	230 (3.50%)		\$7.80	233 (3.87%)	0.43%	1 (1.59%)
Emergency CALL Campaign 348098710	77 (1.17%)		\$11.08	40 (0.66%)	0.00%	0 (0.00%)
(not set)	0 (0.00%)		\$0.00	6 (0.10%)	16.67%	1 (1.59%)
Expressions Dental Video Campaign 402169150	0 (0.00%)		\$0.00	0 (0.00%)	0.00%	0 (0.00%)



Analytics statistics (phone calls as on 25th mar 2016)



Campaign / Campaign ID	Acquisition				Conversions	
	Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Phone number (Goal 5 Conversion Rate) ?	Phone number (Goal 5 Completions) ?
	6,580 % of Total: 100.00% (6,580)		\$6.33 Avg for View: \$6.33 (0.00%)	6,023 % of Total: 57.89% (10,404)	5.26% Avg for View: 3.99% (31.95%)	317 % of Total: 76.39% (415)
1. ED GSN- 26/12/15 397608670	4,638 (70.49%)		\$5.64	4,357 (72.34%)	5.10%	222 (70.03%)
2. ED.CA Campaign Jan 2015 301046110	1,302 (19.79%)		\$8.88	1,083 (17.98%)	7.66%	83 (26.18%)
3. Dental Cleaning 2015-16 396320230	333 (5.06%)		\$3.55	304 (5.05%)	0.66%	2 (0.63%)
4. Dental Services Jan 2015 301655350	230 (3.50%)		\$7.80	233 (3.87%)	2.15%	5 (1.58%)
5. Emergency CALL Campaign 348098710	77 (1.17%)		\$11.08	40 (0.66%)	10.00%	4 (1.26%)

A Dentistry business uses local and mobile AdWords campaigns and remarketing to improve AdWords revenue by 84%

FUTURE GOALS

- Number of appointments to increase and phone calls by 100%
- Decrease costs per conversions by 25%
- Re-engage visitors after they leave the website



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