



80% DECREASE IN CPA, 54% INCREASE IN CONVERSION

Working in the Television Repair industry for over 7 years, gives us the full advantage of telling you about the professional effort we've been offering our customers to serve them properly. TV Repair Service is in Navi Mumbai offered any time during the day and 7 days a week, including holidays. We have delivered our services in all over India.

THE CHALLENGE:

- Increase brand awareness
- Increase traffic and generate leads
- Setup YouTube channel and Start true view Video ads to increase branding

Some Important Facts:

Average Ad-words budget- 50,000/month Average Conversions-500-800/day

Conversion Rate -9.5%

Targeting: India, Campaigns: 18 Nos, Bidding Model: CPA

Campaign Type: Search, display, True view Video

SOLUTION:

CPA bids were revised to keep a balance between conversion count and CPA.

- ☐ We Evaluated text vs. banner ad performance based on bounce rate, average time on site and cost per conversion.
- ☐ Placement reports were extracted, after analyzing the report we excluded the low-performing placements or target high-performing placements in dedicated ad groups.
- ☐ A combination of targeting method i.e. Keywords, Placements, Topics, and Interests were used for optimum results.

RESULTS:

- Significant growth exhibited across registrations with decrease in CPA.
- 90% decrease in impressions. Although this dropped significantly, we increased conversions by 54% showing that we were targeting the relevant target market.

The Project is Ongoing and we have raised our target to get max out of the allotted budget.

QUOTE FROM THE CLIENT:

“If you're looking for a company to enhance your pay-per-click campaigns, I would highly recommend Web Complete Solutions. Since the time I have worked with Web Complete Solutions and team, I was impressed with their insightful analysis, which ultimately led to decrease in CPA of the account.

Keep up the good work!”

Murli Andhawale, OM Services.