

Case Study for a Health & Wellness Industry



Our Objective

Our goal is to make search marketing accessible to all entrepreneurs and SMEs by providing affordable solutions. Through our services, we help clients increase their web traffic and sales, enabling their growth on a national or international level.

Our Approach

- Created new ad groups in the Campaigns.
- Added more keywords with higher search rates in the ad groups.
- New Responsive Ads in each Ad groups.

Company Background

Health & Wellness Industry

Results

- In January, after adding new ad groups and ads in the campaign, which resulted in a notable increase in conversions and a significant decrease in the average cost per click (CPC).

- Through consistent optimization of the campaign, we were able to achieve impressive results in March 2023, with a total of 172.36 conversions.

