

# Case Study for a Solar Energy Industry



## Our Objective

We help solar energy entrepreneurs and SMEs with affordable Search Marketing services. Our aim is to increase web traffic and sales, helping businesses grow nationally and internationally. Let us help you promote your sustainable energy solutions and reach more potential customers.

## Company Background

Solar Energy Industry

## Our Approach

- Added call extensions to make it easier for potential customers to contact the business.
- Analyzed search terms and added relevant keywords to improve targeting and increase the chances of ad visibility.
- Increased the maximum cost-per-click (CPC) bid to increase ad rank and visibility in search results.
- Paused non-performing keywords that were not generating clicks or conversions, to focus budget on the most effective keywords.

## Results

- The ad account saw a gradual increase in conversions over three months.
- There were no conversions in October, followed by 6 Conversions in November and 22 Conversions in December.
- The significant jump in December suggests an improving campaign performance.
- The campaign achieved a high conversion rate of 11.28% and a low cost per conversion of \$3.61, indicating successful conversion at a low cost.

