

Case Study for a Arts & Entertainment Industry



Our Objective

To make Search Marketing affordable to each and every individual Entrepreneurs and SMEs. We help our clients increase their web traffic and sales which will help them grow their business nationally or internationally.

Our Approach

- Added new ads in the ad-groups.
- Changed bidding Strategy.

Results

- After adding Ads in December, there was a positive boost in the performance of the campaign by **139.43** Conversions and **1.01%** in Conv. Rate.
- After Optimizing the campaigns on a regular basis. The results in Jan 2022 were reaching up to **590.80** conversions and Conv. rate of **8.53%** & the cost spent on each conversion was **\$8.05**.

Month ↑	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
Dec 2021	450.20	\$10.32	7.51%
Jan 2022	590.80	\$8.05	8.53%