

# Case Study for a Computer & Consumer Electronics 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

- Proper Keyword Research.
- Added new ads in the ad-groups.

## Results

- After making changes in November to Google Ads there was a positive increase with 9 Conversions and adequate increase in **Conv. rate 4.09%**.

- After Optimizing the campaign on a regular basis. This resulted in a significant decrease in Cost/Conv. **Up to \$117.06**

| Month ▾  | Conversions ▾ | Cost / conv. ▾ | Conv. rate ▾ |
|----------|---------------|----------------|--------------|
| Jan 2022 | 12.00         | \$36.29        | 4.88%        |
| Dec 2021 | 3.00          | \$153.35       | 0.79%        |