

# Case Study for a Real Estate Industry



## Our Objective

To make Search Marketing affordable to individual Entrepreneurs and SMEs.  
Help our clients increase their web traffic and sales which will help them grow their Business.

## Our Approach

- Proper keyword research and keyword bid optimization.
- Changed bidding strategy to get the best results.

## Results

- Avg CPC has decreased from **\$7.17** to **\$2.53**
- Conversions have increased from **4** to **10**
- Cost/Conv has decreased from **\$467.79** to **\$195.52**

Month <span>↑</span>	Avg. CPC <span>▼</span>	Conversions <span>▼</span>	Cost / conv. <span>▼</span>
Jan 2022	\$4.03	3.00	\$467.79
Feb 2022	\$1.83	7.00	\$195.52