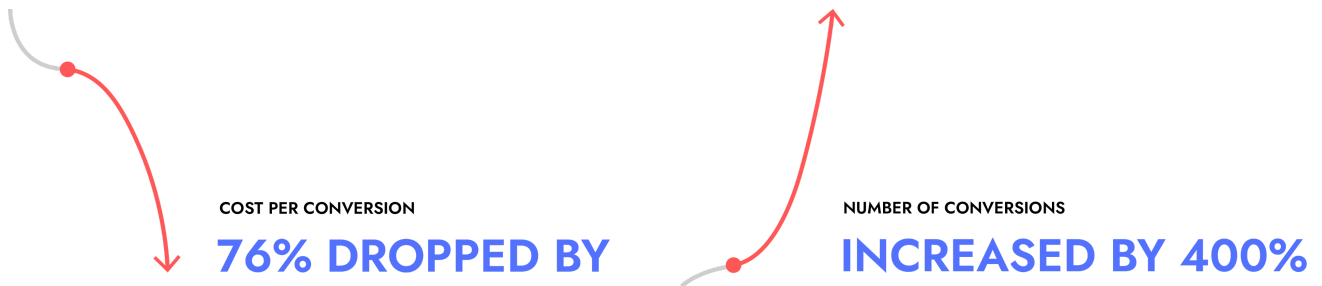




| Campaign | Industry | Website |
|---|-----------|---------------------|
| Google Ads | Education | www.eblcoaching.com |
| Objective: get call inquiry and leads for the tutoring service | | |



PROBLEMS AND CHALLENGES

Our main challenge for this account was to place the right event goal & increase the relevant conversion count for it. The other challenge that we faced was related to the old campaign structure, it needed a lot of restructuring in a way that we are focusing only on the relevant keywords.



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SERVICES, SOLUTIONS, AND OUTCOME

EBL Coaching is a specialized tutoring program that offers individualized one-on-one home and on-site instructions using research-based, multi-sensory techniques in New Jersey and New York locations.

Since the old campaign requires a lot of restructuring which may not give us desired results down the line due to its instability, therefore, we created a new search campaign and paused the old ones. The targeted keywords included high traffic & conversion-focused terms. After working on the keyword part, we structured the text ads in a way that can deliver a meaningful message to the audience related to our service. In between, we also implemented a new strategy of creating a smart campaign (for the non-performing location) which helped us in raising the call inquiries count by a good amount.

At the end of the month, we received great results from the targeted audience (through keywords). The results could be seen in the below campaign overview. Down the line, the overall cost/conversion reduced while the conversions increased. Along with the conversions, we did receive a good amount of traffic and CTR.

CAMPAIGN OVERVIEW

| Campaign | Campaign type | Clicks | Impressions | CTR | Avg. CPC | Impr. (Top) % | Conversions | Cost / conv. | Conv. rate | Cost |
|--------------------------------|---------------|--------|-------------|-------|----------|---------------|-------------|--------------|------------|----------|
| Search EBL Coaching MM | Search | 443 | 12,543 | 3.53% | \$2.06 | 46.63% | 9.00 | \$101.22 | 2.03% | \$910.99 |
| EBL Coaching Smart NY MM | Smart | 276 | 29,933 | 0.92% | \$1.22 | 84.71% | 6.00 | \$56.05 | 2.17% | \$336.29 |

MONTHLY CAMPAIGN PERFORMANCE

| Month | Clicks | Impressions | Conversions | CTR | Avg. CPC | Impressions (Top) | Cost / conv. | Cost |
|----------|--------|-------------|-------------|-------|----------|-------------------|--------------|----------|
| Apr 2021 | 198 | 19,314 | 2 | 1.03% | \$2.47 | 55.69% | \$245.02 | \$490.05 |
| May 2021 | 521 | 23,162 | 13 | 2.25% | \$1.45 | 48.97% | \$58.25 | \$757.23 |



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AD SAMPLES

Smart Search Campaign Ads

Ad · eblcoaching.com/trained-tutors/enroll-now

Learning Disability Programs | Call us Today to Get Started | Multi-Sensory Tutoring

Does your Child have Dyslexia, ADHD or a Learning Challenge? Contact us Today! Let us Help your Child with Research-based Techniques, including Orton Gillingham Method. One-on-One Tutoring. Multi-Sensory Technique...

Ad · eblcoaching.com/trained-tutors/enroll-now

Special Kids Summer Camp | Contact us Today | Individualized Learning Plans

Does your Child Struggle with Reading, Writing, Math or Organizational Skills? Call us Now. Accelerate your Child's Learning with Online & In-person Tutoring Tailored for your Needs. One-on-One Tutoring. Multi-Sensory Technique....



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