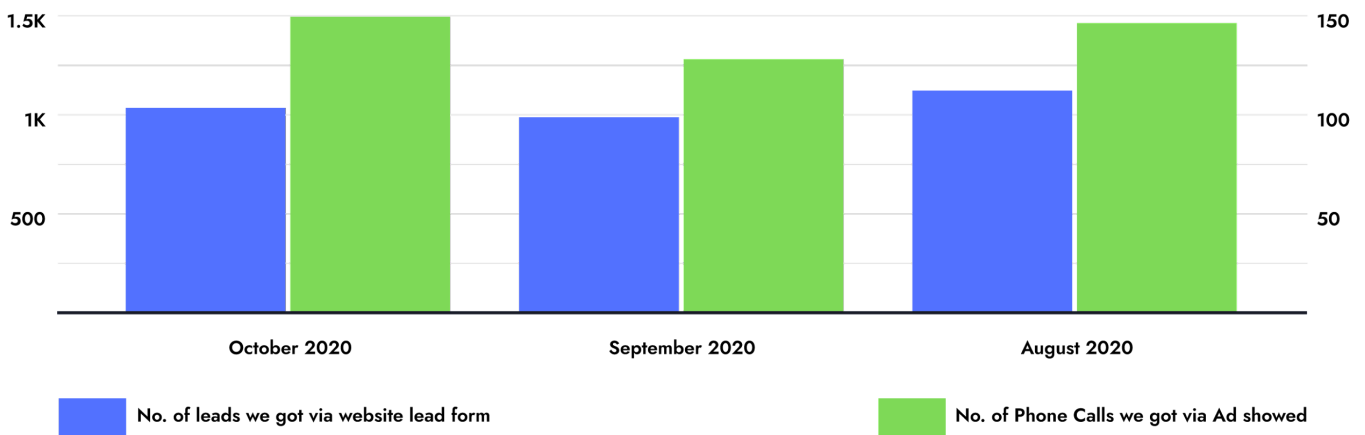




Campaign	Industry	Website
Standard Search & Smart Search	Real Estate	www.ekirkpatrick.com
Objective: get maximum Website Leads and Direct Phone calls at a minimal cost		



Conversions (Website Leads & Phone Calls)

PROBLEMS AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

As it is a competitive industry – especially when it comes to search engine results, therefore, they were looking to start a new Google Ads campaign that would reduce the cost per click while still generating website leads.



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SERVICES, SOLUTIONS, AND OUTCOME

The main goal of PPC campaigns was to get maximum Website Lead and Direct Phone calls at a minimal cost.

We planned a campaign setup considering Google Ads Policies and executed the project in 4 stages to meet our client’s lead generation goal through our Google Ads campaigns.

CAMPAIGN OVERVIEW

Campaigns													Custom Aug 1 - Oct 31, 2020						
Campaign status: All enabled ADD FILTER													SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND	MORE
<input type="checkbox"/>	<input type="checkbox"/>	Campaign ↓	Budget	Bid strategy type	Status	Impr.	Clicks	CTR	Phone calls	Conversions	Cost / conv.	Avg. CPC	Cost						
<input type="checkbox"/>	<input checked="" type="checkbox"/>	KMC - Smart Search - ST	\$20.00/day \$608.00/mo...	Maximize conversions	Eligible	266,360	3,101	1.16%	315	2,457.50	\$0.26	\$0.21	\$638.82						
<input type="checkbox"/>	<input checked="" type="checkbox"/>	KMC - Search - ST	\$15.00/day	Maximize clicks	Eligible (Learn Bid strateg learning)	10,302	907	8.80%	110	688.50	\$1.06	\$0.81	\$730.63						
Total: All enabled ca...						276,662	4,008	1.45%	425	3,146.00	\$0.44	\$0.34	\$1,369.46						
Total: Account			\$35.00/day			276,662	4,008	1.45%	425	3,146.00	\$0.44	\$0.34	\$1,369.46						

MONTHLY CAMPAIGN PERFORMANCE

Month	Clicks	Impressions	CTR	Avg.CPC	Cost / conv.	Cost
Aug 2020	1,441	130,872	1.1%	\$0.32	\$0.41	\$457.81
Sep 2020	1,238	84,194	1.47%	\$0.37	\$0.46	\$456.26
Oct 2020	1,329	61,596	2.16%	\$0.34	\$0.44	\$455.38

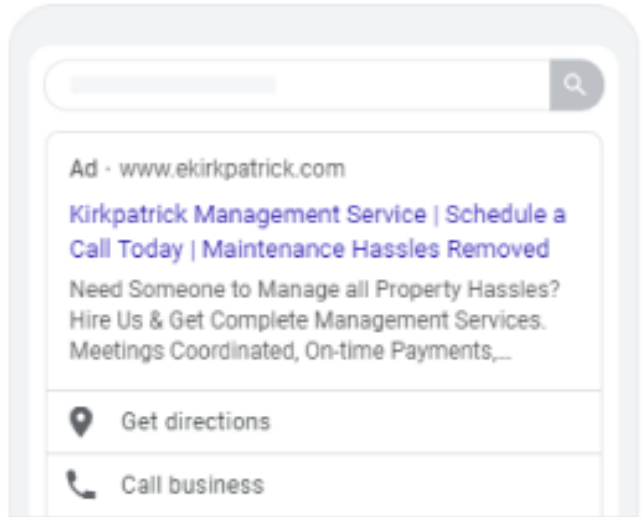
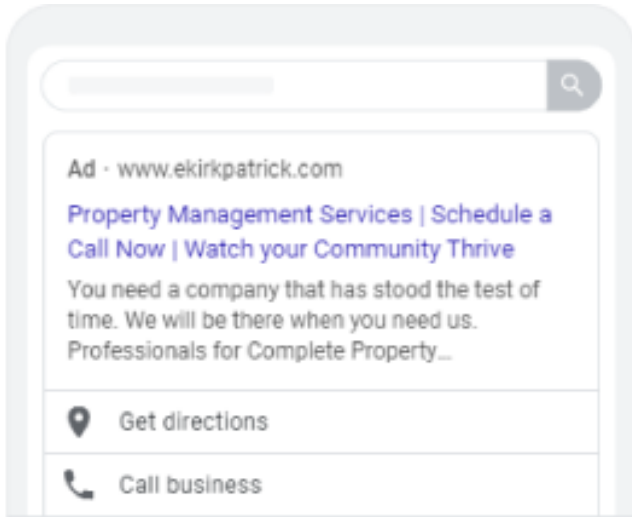


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ADS SAMPLES

Ad	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver	Phone calls	Cost / conv.
Total: All but removed ads									
<input type="checkbox"/> Best Property Management Expert Property Management KMC Kirkpatrick Management +11 more ekirkpatrick.com/Manage_Property/Contact_Us We Handle Your Toughest Property Management Challenges. Request a Proposal Today! You Dont Have to Deal with Association Management Headaches Alone... View assets details	Responsive search ad	513	20,219	9.57%	\$0.96	\$494.37	256.00	67	\$1.93
<input type="checkbox"/> KMC Kirkpatrick Management Lets Make a Plan Indianapolis ekirkpatrick.com/Manage_Property/Contact_Us Lets Make a Plan to Focus on Showcasing Your Beautiful & Well Maintained Community. Get Experienced Management Teams to Help Neighborhoods Thrive! Schedule Your Time to Talk.	Expanded text ad	313	2,736	11.44%	\$1.28	\$399.62	155.00	28	\$2.58



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