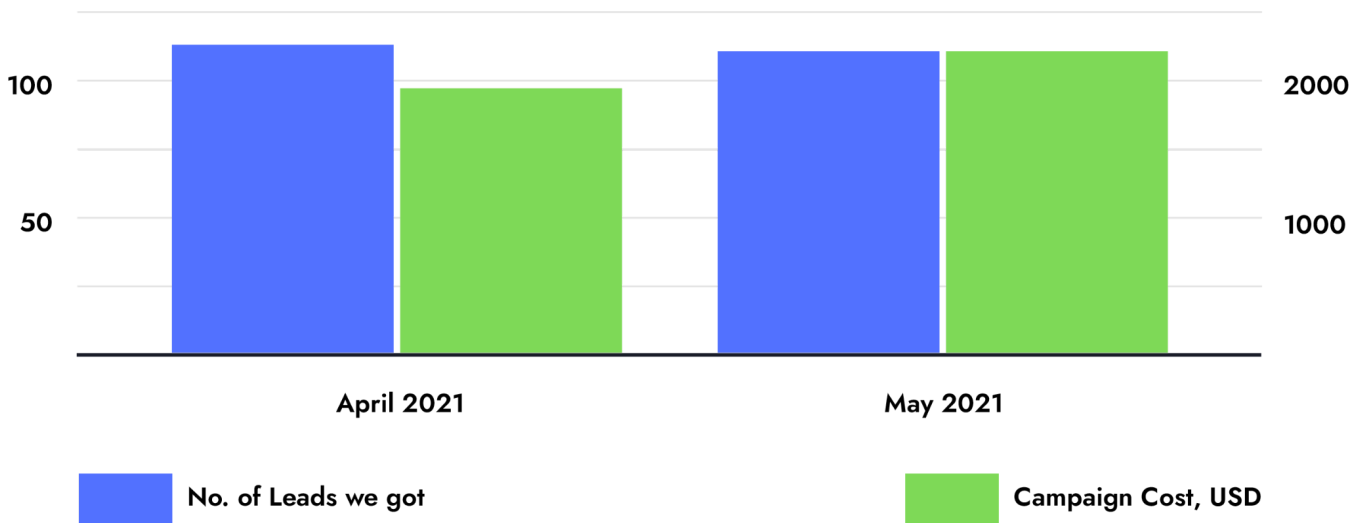




Campaign	Industry	Website
Google Ads	Education	www.levylearningcenter.com

Objective: get call enquiry and leads for the tutoring service



PROBLEMS AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

Our main challenge for this account was to restructure the keywords/ad groups in every campaign which were not performing well by all-time data. Along with this, the other challenge that we faced was high CPA with low conversions.



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SERVICES, SOLUTIONS, AND OUTCOME

Levy Learning Center is a specialized tutoring program that offers quality-driven tutoring services designed to improve all areas of cognitive functioning using multi-sensory learning methodologies.

Our initial work for this campaign started by auditing the existing campaign and planning out the most important stats and metrics that we can utilize for the long run. After planning out the things we started segregating every campaign into two spaces i.e., Under-performing and best-performing keywords. This strategy helped us to filter out and pause the non-performing keywords so that we don't spend a penny on them. In between, we did competitor research and used their keyword and ads strategy in our campaign to get better results.

At the end of the month, we received great results from the targeted audience (through keywords). 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	Phone calls	Conversions	Cost / conv.	Conv. rate	Cost
2020 Dyslexia / Orton-Gillingham Landing Page	Search	2,599	49,398	5.26%	\$0.70	5	126.00	\$14.41	4.85%	\$1,816.06
Intent Marketing	Display	1,109	99,283	1.12%	\$0.29	0	0.00	\$0.00	0.00%	\$322.46
Levy Learning AdWords Campaign	Search	839	12,901	6.50%	\$1.78	30	20.00	\$74.75	2.38%	\$1,495.03
Call-Only Ad	Search	78	4,520	1.73%	\$6.75	32	10.00	\$52.64	12.82%	\$526.39

MONTHLY CAMPAIGN PERFORMANCE

Month	Clicks	Impressions	Conversions	Phone Calls	CTR	Avg.CPC	Cost / conv.	Cost
Apr 2021	2,403	78,612	76	37	3.06%	\$0.82	\$25.9	\$1,968,05
May 2021	2,222	87,490	80	30	2.54%	\$0.99	\$27.4	\$2,191,89



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AD SAMPLES

Ad · levylearningcenter.com/learning_center/call_now



Call (305) 496-7208

Levy Learning Center · Dyslexia Home Tutoring. Ca...

Does your Child Struggle with Dyslexia, ADHD, or Visual/Auditory Processing Disorders? We can Help Your Child Improve up to Two Grade Levels. Get our One-on-One Private Tutoring

Ad · levylearningcenter.com/learning_center

Multi-Sensory Tutoring | Improve Up to 2 Grade Levels | One-on-One Private Tutoring

With our Highly Individualized, Research-Based Techniques, we can Help your Child Score! We Help Children with Learning Disabilities to Improve their Reading & Writing Skills.



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