

GOOGLE SEARCH CAMPAIGN

OVERVIEW

AN AUTO REPAIR SHOP FROM CONNECTICUT WAS INTERESTED IN RUNNING ADS TO DRIVE MORE TRAFFIC TO THEIR WEBSITE AND PROMOTE THEIR SERVICES. THEY ALSO WANTED TO GENERATE MORE PHONE CALLS FOR THE BUSINESS.

RESULTS

AFTER DISCUSSING THE GOALS OF THIS CAMPAIGN WE BUILT A GOOGLE ADS CAMPAIGN THAT'S BEEN RUNNING FOR 1 YEAR. IN THIS PERIOD, THE CAMPAIGN DROVE 383 PHONE CALLS AND 1,370 CLICKS.

MONTHLY BUDGET

\$1,250

PHONE CALLS

383

CTR

3.30%

CLICKS

1,370

AVERAGE CALL DURATION

2,500 MINUTES

