

GOOGLE SEARCH CAMPAIGN

OVERVIEW

A CANADIAN TRUCKING COMPANY WANTED TO GET MORE CLIENTS USING THEIR TRANSPORTATION SERVICES. GETTING MORE PHONE CALLS WAS VERY IMPORTANT TO THEM BECAUSE THEY SERVE AREAS WHERE THEY DON'T HAVE AN OFFICE.

RESULTS

OUR TEAM CREATED AND RAN A GOOGLE ADS CAMPAIGN FOR 11 MONTHS. OUR CLIENT RECEIVED 135 CALLS WITH AN AVERAGE DURATION OF 2,5 MINUTES.

MONTHLY BUDGET

\$500

CALLS

135

AVERAGE CPC

\$3.52

AVERAGE CPL (CALLS)

\$40.74

AVERAGE CALL DURATION

2,500 MINUTES

