

PPC Campaign Case Study

Website:

<http://mcch.net/>

Location Targeting:

Montgomery County, Maryland

Excluded Locations:

Montgomery County, Illinois

Montgomery County, New York

Montgomery County, Ohio

Montgomery County, Pennsylvania

Montgomery County, Texas

Montgomery County, Virginia

Budget: \$329/day | \$10,000 budget

Goal:

Traffic and Maximize Clicks

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The Challenge:

The non-profit organization had ads running, but not much was being spent. I was also using Manual CPC for a while, and there wasn't a ton of traffic coming through. Their Google Ads Grant Account receives \$10,000 a month and they wanted to spend as much as they can. Since not a ton of traffic was coming through, there was a ton of money not being used.

The Goal:

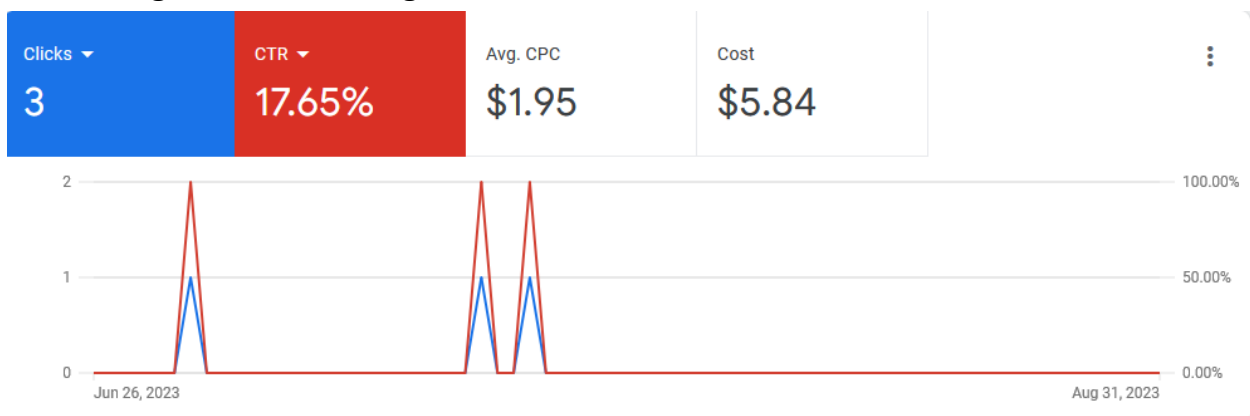
Since it's a Google Ads Grant Account, we must reach and maintain a 5% CTR in order to keep the account active. In order to reach that threshold, I decided to change the bidding strategy to Maximize Clicks in order to drive as much traffic as I can to their website.

The Result:

Changing the bidding strategy to Maximize Clicks really helped improve the campaign's performance.

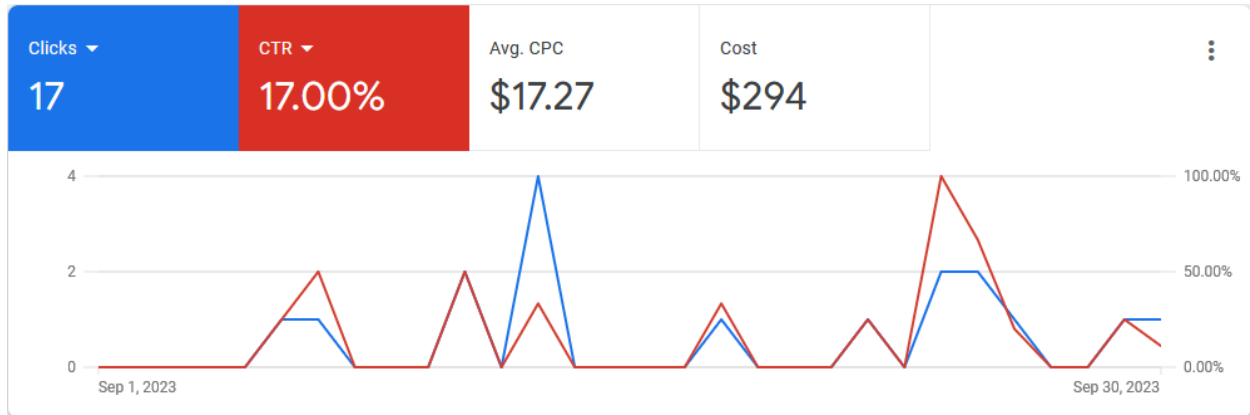
End of June through August:

During this time frame, I was using the Manual CPC bidding strategy. While the CTR was surpassed, there still wasn't a ton of traffic coming to their website. So, something had to be changed.



September:

There was improvement. While the CTR did go down a little, the amount of traffic coming through increased.



October:

Huge improvement during the month of October. Not only was I able to drive more traffic, but I was also able to increase the CTR.



Overview:

Despite surpassing the 5% CTR threshold in the beginning, not a ton of traffic was coming through. Switching the bidding strategy from Manual CPC to Maximize Clicks really helped out a lot.