



**IMMERSE MEDIA.**

**Jay Raja.**

# PPC STATS.

From **IMMERSE MEDIA.**



Google Ads



Bing ads

## Tip:

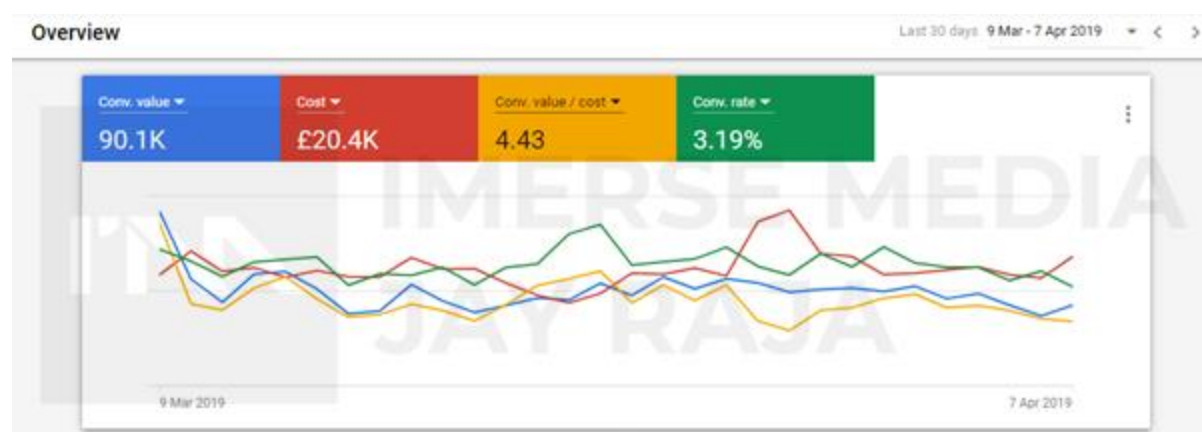
Stay up-to-date with the latest changes on Google Ads by bookmarking the below link, created by Google themselves.

<https://support.google.com/google-ads/announcements/9048695?hl=en>

# Previous Experience.

I won't bore you with how I learnt Google Ads or how good I am at it. But long story short, I've been doing Google Ads for the better part of 7 years now, for clients, companies and my own businesses. See below some of my stats from Google Ads over the past few years for clients and workplaces.

One of my biggest clients I've worked with, was Company A, below. This is data from March 9<sup>th</sup> to April 7<sup>th</sup> 2019. Company A is a B2C E-Commerce website looking to attract customers to their website through Google Ads. I utilised "exact match" keyword targeting with high bids to pull customers in, benefiting from their high margin products. Overall, we spent £20,400 on Ads in 30 days and pulled in £90,100 in revenue. A Conversion Value / Cost of 4.43 (*Conv Value / Cost measures your return on investment*) the 4.43 Conv Value / Cost showed us that for every £1 we spend on Ads, we receive £4.43 back in sales revenue, exceeding the companies target Conv Value / Cost of 3.



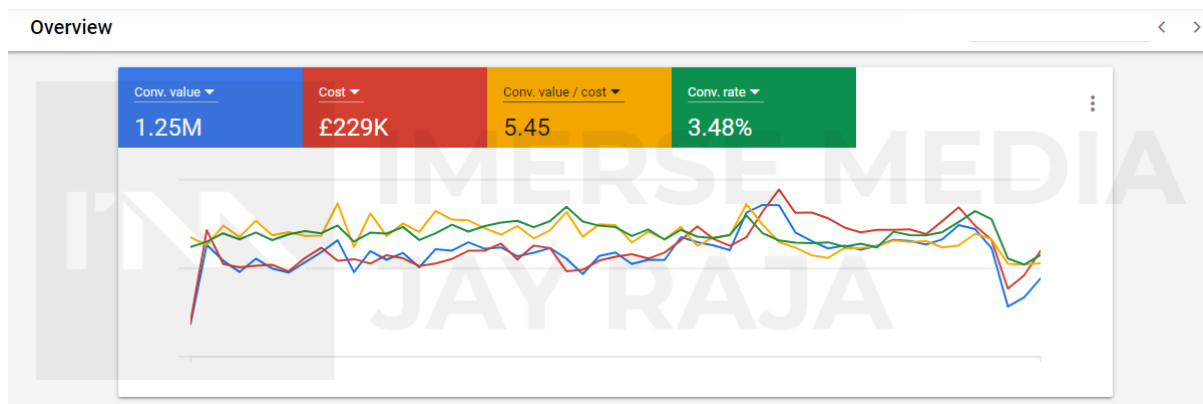
Pulling in leads from Google Ads works the same way as any other campaign. We test and analyse different targeting strategies to receive the best possible

Below is a screenshot of some of the Ad Groups we set up for Company A. Note that all of these were purely for testing purposes in the beginning part of the journey while working with this client. We needed to work out the best performing campaign so we could pour a lot more budget within this Ad Group. Although the Green Boxed campaign has the most conversions, this was actually not the best campaign, as it spent a large amount of our set budget. This shows us that this particular Ad Group contained keywords with a very high Cost Per Click. (Note: all Ad Groups below had the same budget so we could properly test and analyse the best performer). The Orange Boxed Ad Group was our best campaign as we yielded a very healthy Conv Value / Cost, with an above average Conversion Rate. It also generated the most revenue with a very low spend, an idea situation for any campaign.

Impr.	Avg. cost	↓ Cost	Conversions	Conv. value	Conv. value / cost	Conv. rate
649,820	£0.16	£1,582.29	319.94	6,024.12	3.81	3.31%
625,571	£0.22	£1,404.45	392.49	5,994.04	4.27	6.12%
370,391	£0.25	£930.93	170.49	4,959.65	5.33	4.54%
359,667	£0.30	£829.71	148.94	1,890.38	2.28	5.45%
391,175	£0.14	£595.44	110.09	2,753.56	4.62	2.56%
167,221	£0.37	£470.58	48.99	2,537.75	5.39	3.82%
3,649	£0.25	£368.31	205.76	7,228.02	20.15	14.23%
160,309	£0.22	£274.16	76.14	813.25	2.97	6.20%
130,689	£0.31	£264.61	24.51	986.01	3.73	2.85%
161,814	£0.19	£248.34	70.60	1,634.46	6.58	5.54%

Company B below is my longest serving client for PPC. The stats below are for 1 full year of Google Advertising. Spending £229,000 over the year, and gaining £1,250,000 in sales revenue, yielding a very profitable 5.45 Conv Value / Cost.

An NDA has been signed for not disclosing the client below, but they are a High-Quality Lighting Supplier for Businesses Worldwide, and are now starting to dip into the B2C market.



PPC is bread and butter to me, and my team. We are 100% up-to-date on the latest algorithm changes by Google, ensuring we are always one-step ahead of the game. For yourself to be up-to-date with the latest changes, please be sure to visit Google's very own Update link here: <https://support.google.com/google-ads/announcements/9048695?hl=en>

Having worked with B2B and B2C clients, my experience is varied in PPC Advertising and I can easily adapt to any industry or situation I am put in.

My own person B2C brand, [Loop King Laces](https://www.loopkinglaces.com) sells luxury shoelaces to the sneaker industry. Google Ads is the main source of revenue for my business. We utilise Shopping ads. Below is the results I've achieved from 22<sup>nd</sup> July to 22<sup>nd</sup> October 2019.

Campaign / Campaign ID	Acquisition					Behaviour		Conversions			E-commerce
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages/Session	E-commerce Conversion Rate	Transactions	Revenue	
	2,954 % of Total: 100.00% (2,954)	US\$582.75 % of Total: 100.00% (US\$582.75)	US\$0.20 Avg for View: US\$0.20 (0.00%)	2,205 % of Total: 17.41% (12,665)	3,173 % of Total: 20.56% (15,430)	0.03% Avg for View: 0.26% (-87.84%)	4.80 Avg for View: 3.85 (24.72%)	3.56% Avg for View: 1.23% (189.21%)	113 % of Total: 59.47% (190)	US\$2,505.45 % of Total: 58.24% (US\$4,301.71)	
1. All Laces Shopping - US 1784091513	2,634 (89.17%)	US\$509.00 (87.34%)	US\$0.19	1,972 (89.07%)	2,802 (88.31%)	0.04%	4.60	3.82%	107 (94.69%)	US\$2,371.68 (94.66%)	
2. Loop King Laces Brand Name Ad 1058392980	162 (5.48%)	US\$9.64 (1.65%)	US\$0.06	120 (5.42%)	241 (7.60%)	0.00%	8.13	2.49%	6 (5.31%)	US\$133.77 (5.34%)	

Jay Raja // [jay@immersemedia.co.uk](mailto:jay@immersemedia.co.uk) // +44 (0) 7908 549 702.

# Thanks for Reading.

My PPC Management free depends on your advertising spend per month.

Get in touch with me directly to discuss how we could work together to either create or improve your PPC campaigns.

M: +44 (0) 7908 549 702

E: [jay@immersemedia.co.uk](mailto:jay@immersemedia.co.uk)

W: <https://immersemedia.co.uk>

Many thanks,

Jay K. R.

A handwritten signature in black ink, appearing to be 'Jay K. R.', with a horizontal line underneath.