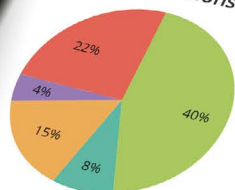


## Smart Performance Monthly Report

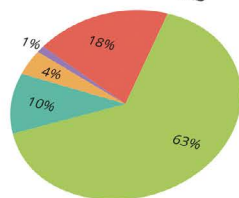
### Breakdown by ad channel

How each ad channel has contributed to your campaign's overall results

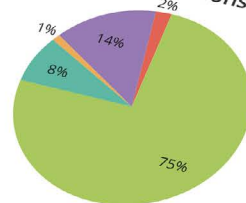
#### Impressions



#### Clicks



#### Conversions



### Ad engagement

	Ad engagement		Ad conversions	
	IMPRESSIONS	UNIQUE IMPRESSIONS	CLICKS	CONVERSIONS
Google Ads	3,014	0	357	53
Microsoft Advertising	19,880	0	203	1
Facebook	0	0	0	0
Instagram	0	0	0	0
Display	0	0	0	0
				CONVERSION RATE
				14.8%
				0.5%
				0%
				0%
				0%

### Glossary

**Impressions** - the total number of times your ad has been seen.

**Unique impressions** - the number of unique users who have seen your ads.

**Clicks** - the total number of clicks on your ads.

**Conversions** - the total number of times that users completed an action (phone call, email, download) as a result of clicks from your campaign.

**Conversion rate** - a measure of how many of the users who clicked your ads went on to convert on your website or made calls directly from your ad.

### More information

[Click here](#) to view your campaign dashboard.

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# Smart Performance Case Study

Budget: £350 per month

Business Sector:

Direct Mail

Marketing & Advertising, Marketing,  
Marketing Companies, Advertising  
Companies

# Campaign details

Customer Details	
Business Category	Direct Mail
Sub Categories/Ad Groups	Marketing & Advertising, Marketing, Marketing Companies, Advertising Companies
Budget	£350 Per Month
Channels	All
Website Type	Yell
Start Date	10th March 2020
Campaign Status	Live
Campaign Location Targeting	Luton, LU3 34 mile radius
Campaign Gender Targeting	Men & Women
Campaign Age Targeting	18 to 65 ages old
Campaign Tracking	Vehicles - New

# Campaign overview

## Customer background

This is a company with 20+ years experience in document imaging, scanning, data entry, direct mail and invoice printing. They fall within the direct mail business category.

## Objective: Traffic to site

Generating clicks to the website for potential customers to learn more and enquire about the services offered.

## What we did with Smart Performance

As the business required both awareness and traffic generation, all channels were used to aid this. With call and online tracking enabled, we were able to track email, form submits and calls in the 12 months of the campaign. Calls to action such as 'learn more', 'enquire today' and 'enquire online now', were used to stimulate website visitors to take action.



# Campaign ads

## Search Ads


**Industry Leading Experience - Enquire Today**  
Ad  
Our Experts Can Help You To Improve Your Lead Generation Strategy & Increase ROI. Contact Us Today For More Information Or To Speak To A Member Of Our Team.

**Industry Leading Experience - Marketing Company - Enquire Online Now**  
Ad  
We Can Help You To Improve Your Lead Generation Strategy & Boost Return On Investment. Contact Us Today For Further Information Or To Speak To A Member Of Our Team.

**Industry Leading Experience - Luton - Industry**  
Ad  
We Can Help Increase Lead Generation & Increase Return On Investment. Contact Us Today To See How We Can Help Build Your Own Marketing Strategy.

## Instagram Ad

Sponsored



**Learn More**


♡ 👁 🚩

We Can Help Increase Lead Generation & Increase Return On Investment. Contact Us Today To See How We Can Help Build ...[See More](#)

## Facebook Ad

Sponsored

We Can Help Increase Lead Generation & Increase Return On Investment. Contact Us Today To See How We Can Help Build ...[See More](#)



**Learn More**

Luton

## Display Ad



**Digital Marketing Experts**

We Can Help Increase Lead Generation & Increase Return On Investment. [➔](#)

# Campaign results - 12 months



13,443 Clicks  
205 Total conversions of which:  
107 On-site conversions  
98 Calls

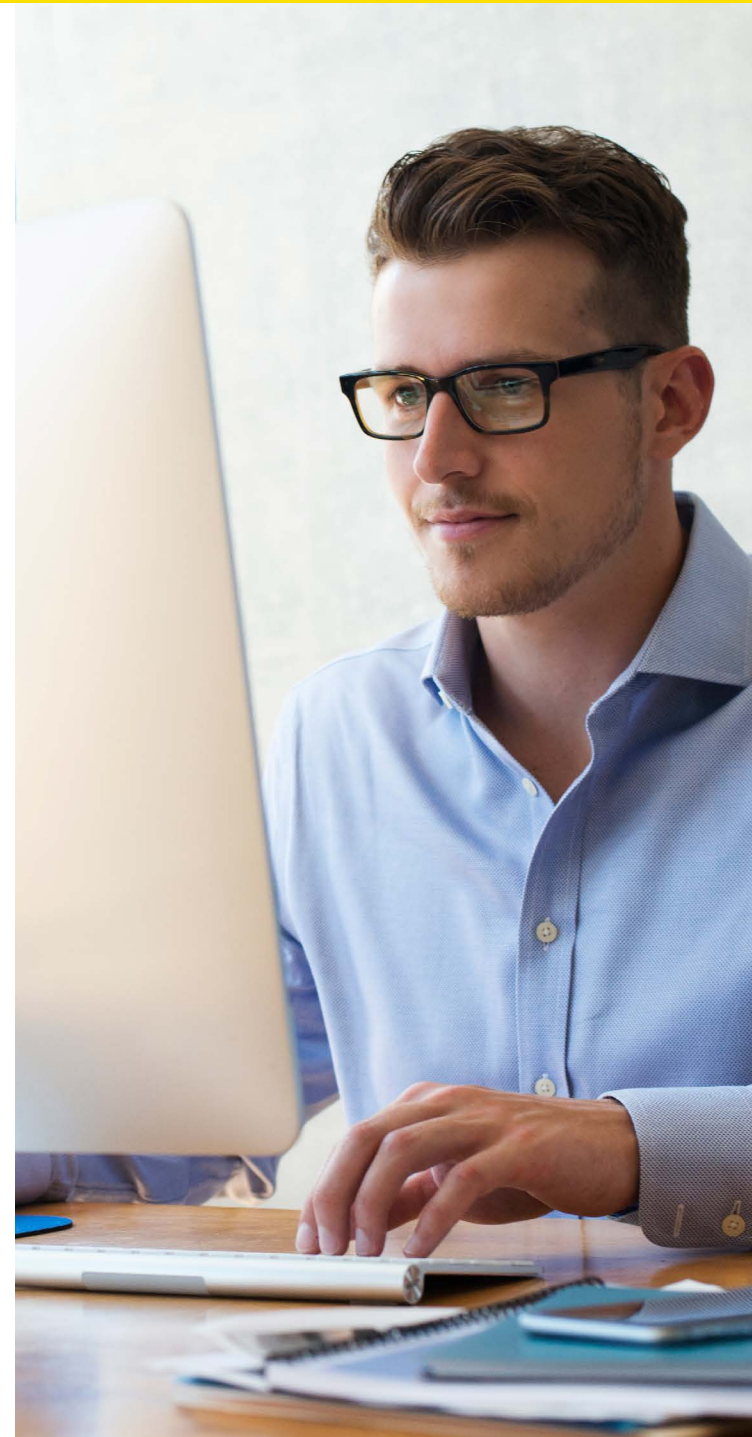
\* Estimated click range generated from the Smart Performance tool  
Results are correct at time of publication and based on specific campaign criteria. This is not a guarantee of future performance.



# Campaign results

- ✓ The campaign delivered an average of 1,120 clicks per month
- ✓ 40% of the budget was allocated to driving awareness across display and social, with the remaining 60% generating interest via search
- ✓ Display and social delivered 81% of total clicks from the campaign and generated 57% of total conversions via form submits and emails
- ✓ Search ads brought in 43% of conversions, but most importantly, 98% of calls to the business
- ✓ People were most responsive to Google search ads for both calls and conversions

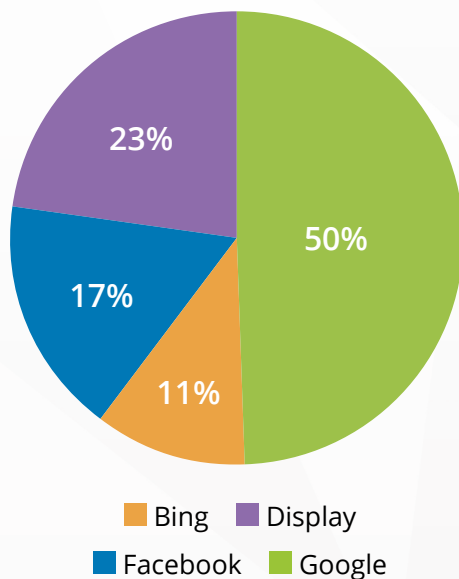
Results are correct at time of publication and based on specific campaign criteria. This is not a guarantee of future performance.



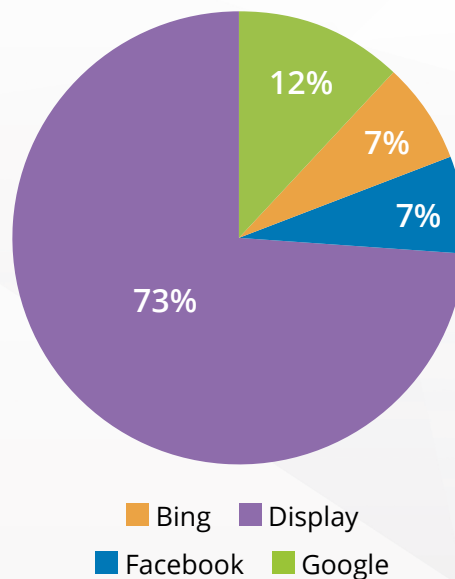
# Campaign results £350 per month

Half of the campaign's spend was used on Google Search in support of generating calls. The bulk of clicks from display assisted not only in building awareness, but also drove strong conversions.

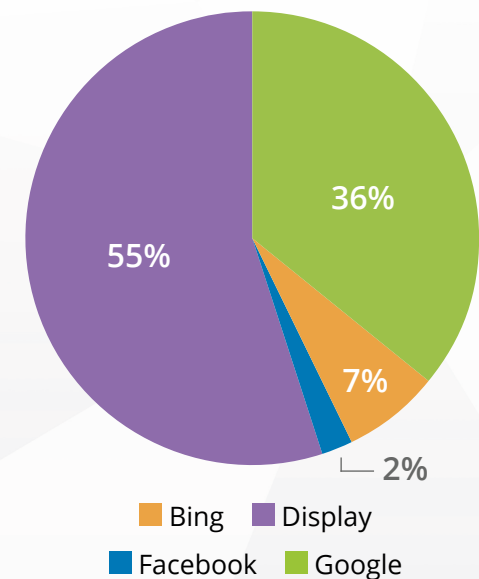
## Spend by Channel



## Clicks by Channel



## Conversions Distribution



Results are correct at time of publication and based on specific campaign criteria. This is not a guarantee of future performance.