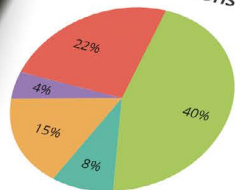


## Smart Performance Monthly Report

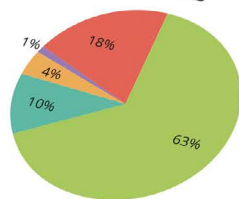
### Breakdown by ad channel

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

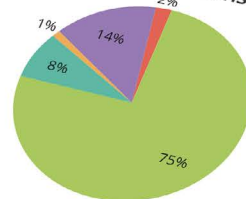
#### Impressions



#### Clicks



#### Conversions



### Ad engagement

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

Fence panels

Timber Merchants,

Builders Merchants, Roofing Supplies,

Building Materials, Cement

# Campaign details

Customer Details	
Business Category	Fence panels
Sub Categories/Ad Groups	Timber Merchants, Builders Merchants, Roofing Supplies, Building Materials, Cement
Budget	£350 Per Month
Channels	All
Start Date	9th March 2020
Campaign Location Targeting	Market Drayton 50 mile radius, London 50 mile radius, Oxford 50 mile radius
Campaign Gender Targeting	Men & Women
Campaign Age Targeting	25 to 65 ages old
Campaign Tracking	Online & Call Tracking

# Campaign overview

## Customer background

The customer is a fence panel business, with sub categories in building supplies and materials, roofing supplies, timber and cement. The business wanted to increase the traffic to their website to drive consideration amongst people who would be interested in their services.

## Objective: Traffic to site

The optimisation goal was towards clicks.

## What we did with Smart Performance

The campaign was created to drive clicks to the customers website to promote their business of fence panels. With online and call tracking activated, aside from traffic, the other aim was to encourage conversions and calls by way of enquiries, consultations and bookings, using the calls to action in the ads. The campaign is reaching potential customers via display and social, as well as generating interest through search terms to help customers find out more and see examples of installations.

The campaign is currently in its 11<sup>th</sup> month.



# Campaign ads

## Search Ads

**- Acoustic Fencing - Over 35 Years Experience**  
Ad  
A Cost-Effective Method Of Reducing Noise Nuisance. A Growing Problem In Our Modern World. Visit Our Site Or Speak With Our Team Today

---


**- Acoustic Fencing - Get Your Free Quote Today**  
Ad  
Call Our Customer Service Team Today For A Free No Obligation Quote. High-Quality. Reliable. Available At Trade-Only Prices. Call Today For Your Supplies.

---

**Acoustic Fences - Low Trade-Only Prices - Get In Touch Today**  
Ad  
Offering Acoustic Solutions For Residential And Commercial Applications. Get Your Free, No-Obligation Quote By Calling Our Friendly Team Today.

## Instagram Ad

Sponsored



**absorbent**


[Learn More](#)

Noise Stop Acoustic Panels Are A Cost Effective Method Of Reducing Noise Nuisance, A Growing Problem ...[See More](#)

## Facebook Ad

Sponsored

Hales Sawmills Noise Stop Acoustic Panels Are A Cost Effective Method Of Reducing Noise Nuisance, A Growing Problem ...[See More](#)




**groovyjite**

Reduce Road Noise Around Your Home  
Market Drayton

[Learn More](#)

## Display Ad



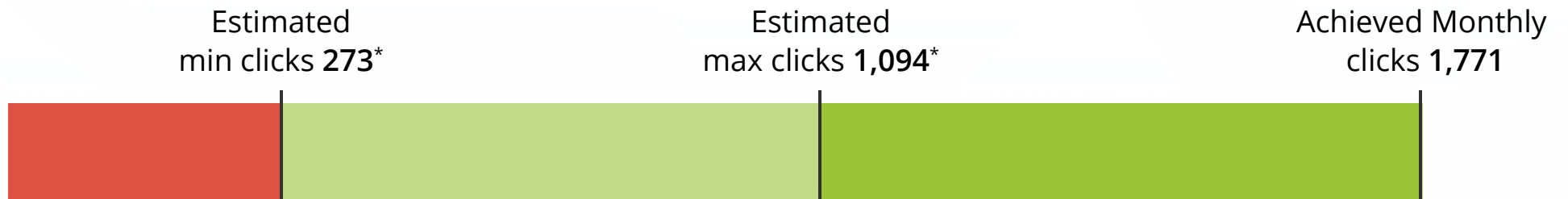
**absorbent**

Acoustic Panels - High Quality

Reducing Noise Nuisance In A Densely Populated World

[>](#)

# Campaign results - 11 months



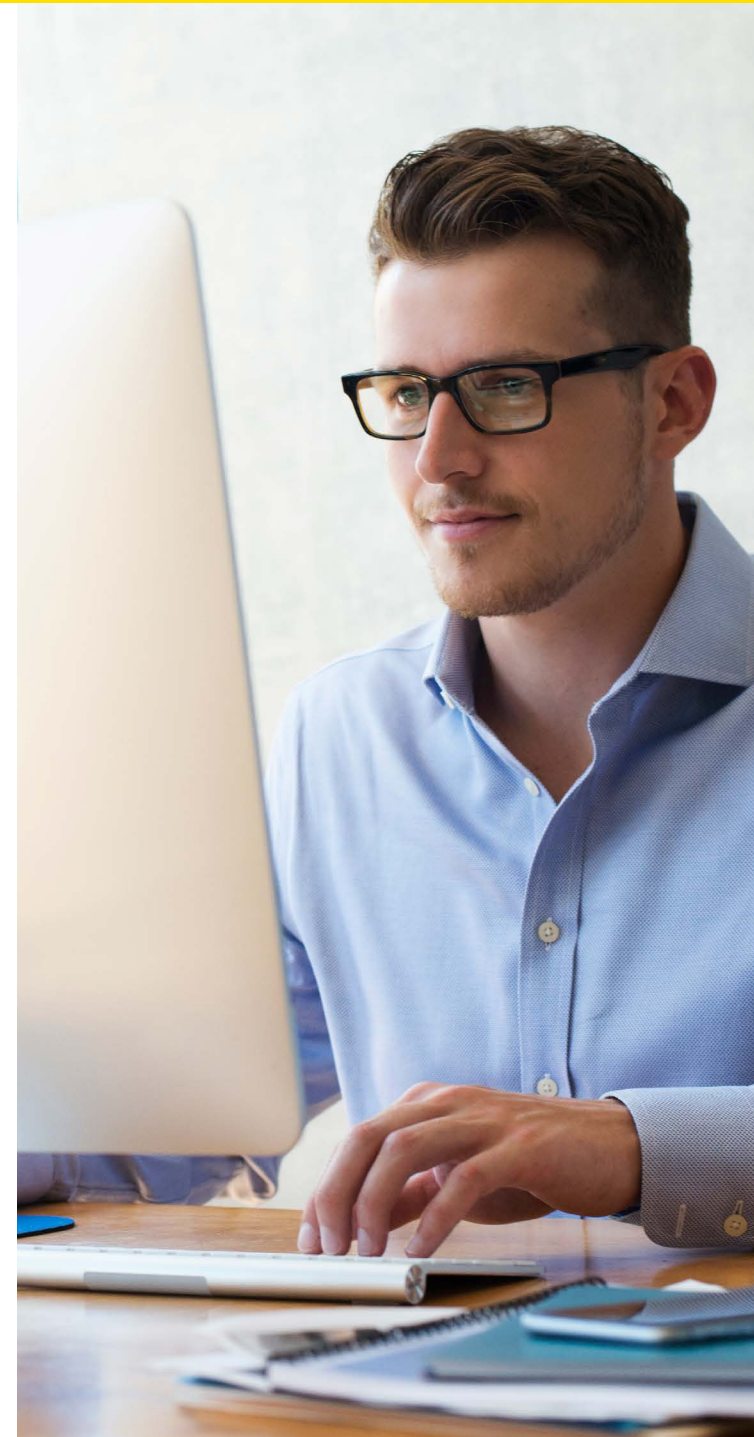
19,478 Clicks  
3,536 Total conversions of which:  
1,901 On-site conversions  
1,635 Calls

\* 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

- ✓ Overall the campaign has gained 19.5k clicks and 3.5k conversions in 11 months
- ✓ The total Cost-Per-Click (CPC) across the 11 months was £0.20
- ✓ Display and social helped to build awareness of the business online and drive interest via clicks
- ✓ Over time as the campaign ran, our team of experts optimised across channels to improve traffic to the customer's website. It was observed that search was able to convert interest into direct inquiries to the customer via phone calls, and therefore more budget was injected into this channel to maximise the conversion rate and success of the campaign
- ✓ Search contributed 70% to conversions, capturing the interest of people researching and actively looking for the services the business offered
- ✓ The strongest types of conversions were PDF downloads and calls

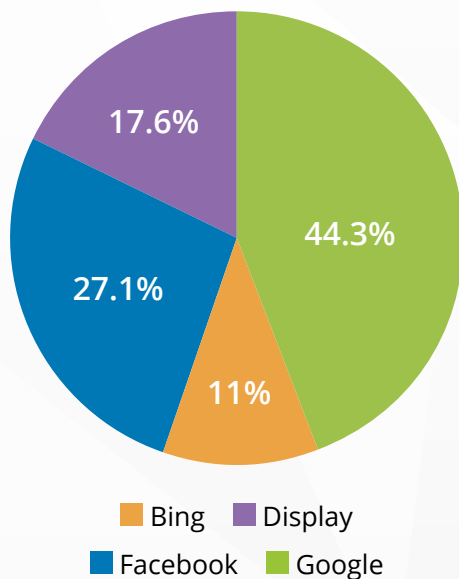
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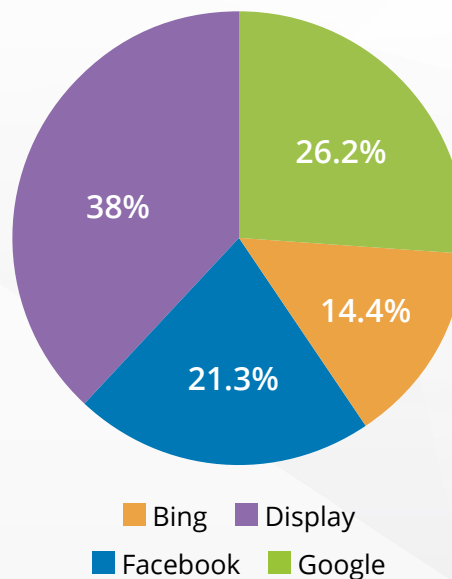
# Campaign results £350 per month

The majority of the campaign spend has been on search, as this is where we are seeing quality traffic and the majority of conversions and calls generated. Display has only made up a small percentage of overall spend compared to other channels, providing a cost efficient source of traffic to help build awareness of the business.

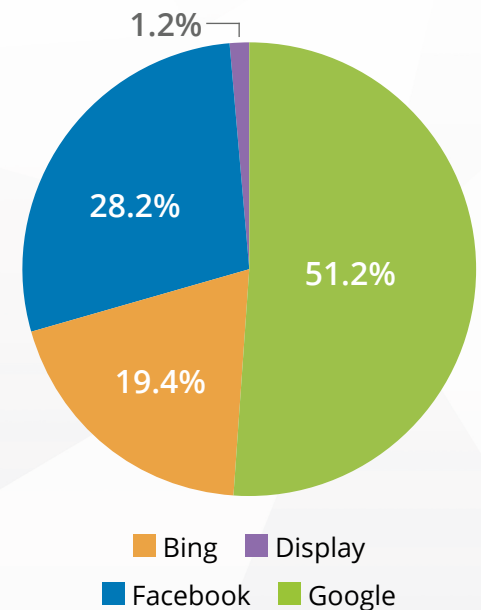
## Spend by Channel



## 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.