

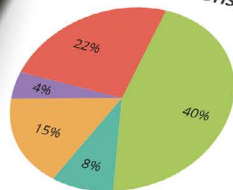


Smart Performance Monthly Report

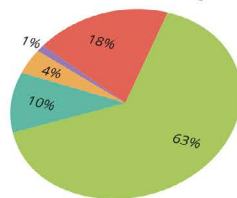
Breakdown by ad channel

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

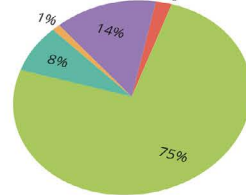
Impressions



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

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.

© 2020 Yell Limited 3 Forbury Place, Forbury Road, Reading, Berkshire RG1 3YL. All rights reserved. Yell is a trademark of Yell Limited. Other trademarks, service marks, logos, and domain names are the property of their respective owners.



Smart Performance Case Study

Budget: £200 per month

Business Sector:
Hardware Stores

Hardware Retail, Lawnmowers,
Hardware/DIY Stores, DIY Shop, DIY/
Hardware Tools, Electrical Supplies,
Hardware Shop, Lawnmower Repairs,
Lawnmower Servicing,
Decorating Supplies

Campaign details

Customer Details	
Business Category	Hardware Stores
Sub Categories/Ad Groups	Hardware Retail, Lawnmowers, Hardware/DIY Stores, DIY Shop, DIY/Hardware Tools, Electrical Supplies, Hardware Shop, Lawnmower Repairs, Lawnmower Servicing, Decorating Supplies
Budget	£200 Per Month
Channels	All
Start Date	1st August 2020
Campaign Status	Live
Campaign Location Targeting	Hull, HU12 7 mile radius, Hornsea, 11 mile radius, Cottingham - 6 mile radius, Brough - 5 mile radius
Campaign Gender Targeting	Men
Campaign Age Targeting	30 to 65 ages old
Campaign Interest Targeting	Gardening, Home Improvement
Campaign Tracking	Online & Call

Campaign overview

Customer background

This company is a family run business specialising in hardware goods, DIY, garden equipment and lawnmowers.

Objective: Traffic to site

The customer wishes to generate clicks to their website to encourage people to find out more, purchase or use their maintenance and repair services.

What we did with Smart Performance

All channels were utilised to help the customer reach their click goal. They wanted to specifically target only males between 30 and 65 and selected 5 different locations to target the demographic, who would have interest in gardening and home improvement. The budget was split across display, social and search to generate traffic to their site across 8 months. Email and form submits were tracked as conversions, as well as calls. Within search 13 ad groups were created, and social and display focused on contact us prompts.



Campaign ads

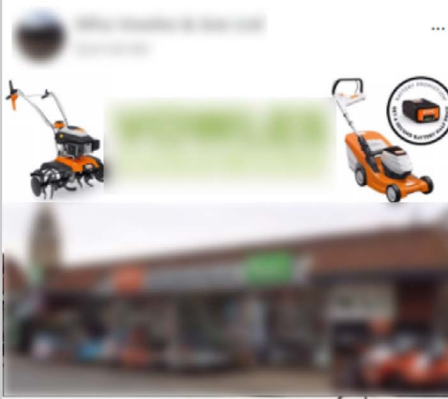
Search Ads

Local DIY Tools Stores - New Lawnmowers -
[Learn More](#)
Ad
Find The Perfect Lawnmower For Your Garden From Our Extensive Range. Visit Our Website Today To Learn More About Our Stock.

Local DIY Tools Stores - DIY & Household Items - Save On DIY Tools
Ad
Enjoy Free Collection - Or Get Your Item Delivered To You Within The Hull Area. If We Don't Currently Stock Something You Need, We Will Do Our Best To Source It For You.

Hardware Shop Near Me - DIY & Hardware Shop - Buy DIY Products At Low Cost
Ad
Enjoy Free Collection - Or Get Your Item Delivered To You Within The Hull Area. If We Don't Currently Stock Something You Need, We Will Do Our Best To Source It For You.

Instagram Ad



Contact Us

We Are Your Local, Independent Hardware Specialists In Hull. Enjoy Free Collection, Or Get Your Order Delivered To [...See More](#)

Facebook Ad

Sponsored


We Are Your Local, Independent Hardware Specialists In Hull. If We Don't Currently Stock Something You Need, Give O [...See More](#)



Contact Us

Local Delivery Service Available - Store Based In...

Display Ad



Quick Nationwide Delivery. All The Top Brands At The Lowest Prices, Save With

Campaign results - 8 months



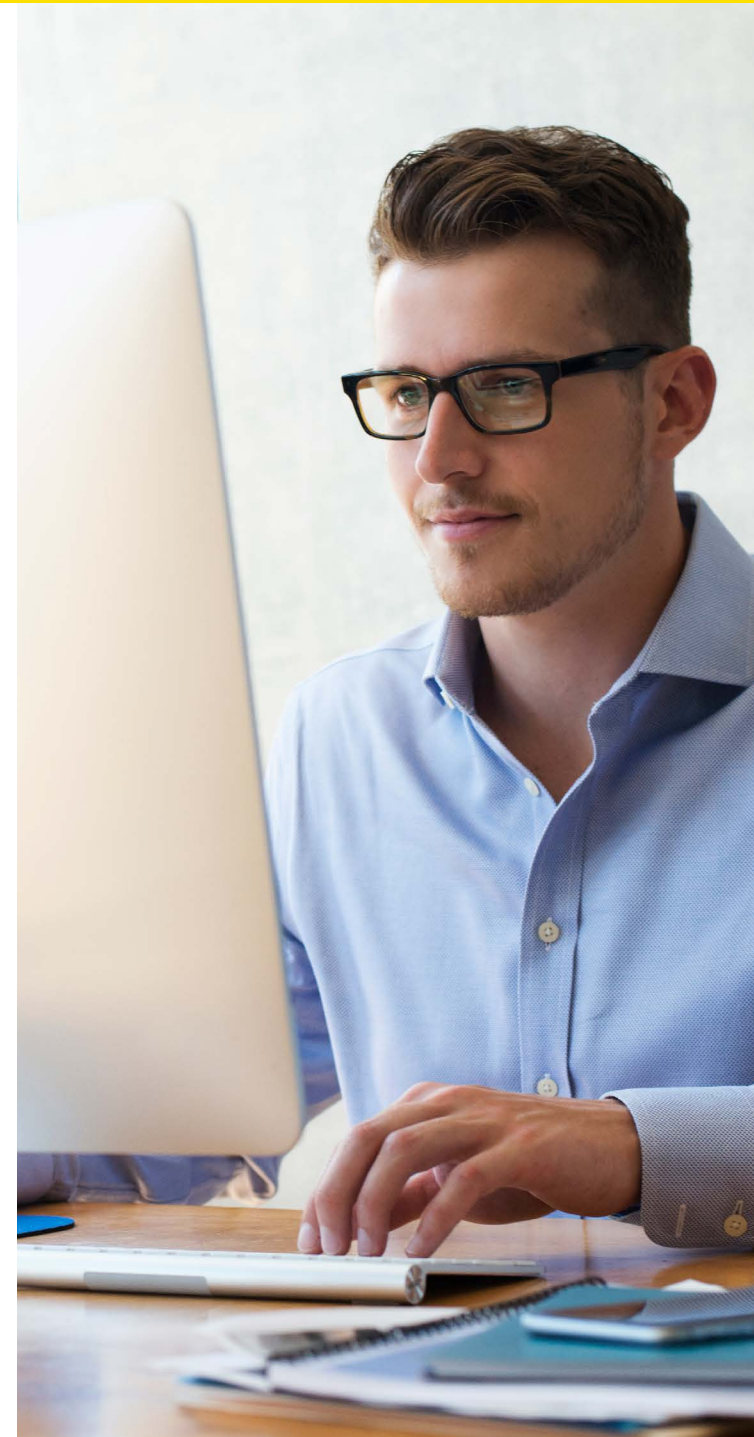
2,931 Clicks
91 Total conversions of which:
87 On-site conversions
4 Calls

* 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

- ✓ Over 8 months the campaign generated 2.9k clicks. Cost-Per-Click was £0.48 , 74% below the target
- ✓ Traffic to the site was largely gained from Facebook, followed by display and Google search. These 3 channels held the majority of the budget allocation
- ✓ Facebook brought in 22% of total conversions helping drive form submits with ads that used very clear messaging and focused on 'contact us' as a call to action
- ✓ 70% of conversions came from Google search from a range of ad groups focused on key products and services

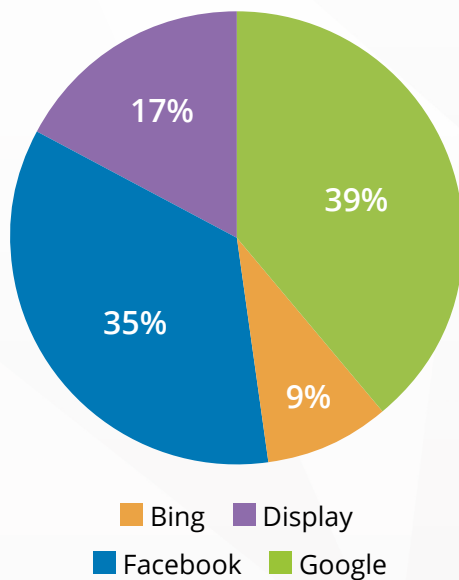
Results are correct at time of publication and based on specific campaign criteria. This is not a guarantee of future performance.



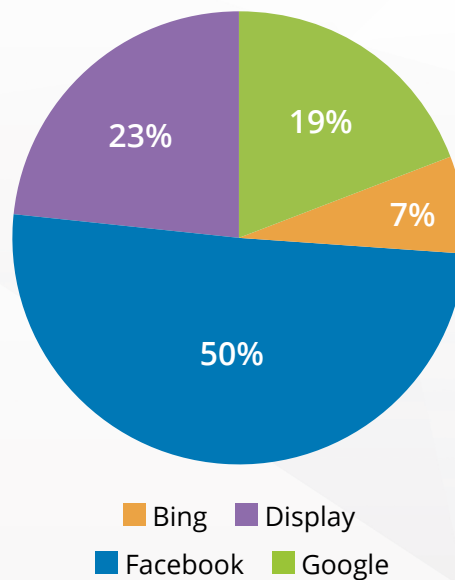
Campaign results £200 per month

Budget was distributed across channels to help reach click objectives. Clicks were mainly brought in from Facebook, but Google search generated more conversions than any other channel.

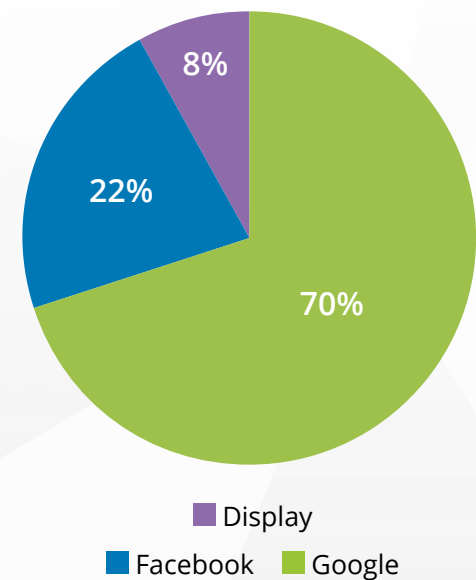
Spend by Channel



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.