



CASE STUDY

Paid Search

Effectively managing a **Paid Search campaign** isn't something you can set and forget, it takes constant attention and refinement. Getting the most out of each component takes not only keen expertise, but years of experience.

At Convertus, we pride ourselves as being the best in the industry, with a stacked team of experts and a lengthy track record to back it up.

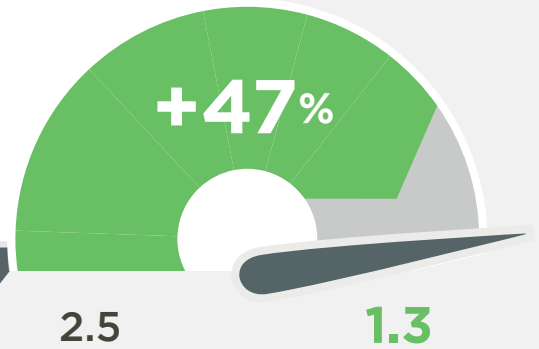
Let's take a look at a dealership like yours and what happened after we took over professionally managing their Paid Search campaign.

“Businesses make an average of \$2 in revenue for every \$1 they spend on Google AdWords

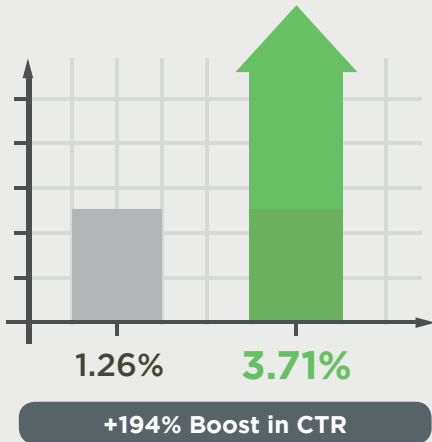


Average Position

Shows where your ad ranks compared to your competitors - the **closer to 1.0**, the closer to the top of the page your ad will appear.



We improved the ad positioning for this campaign by **+47%**, moving from an average position of **2.5** up to **1.3**.



CTR: Click Through Rate

Measures how often people click your ad after seeing it - the industry average for paid search is **1.0%**.

Our team made a huge impact on this campaign with a **+194%** boost in CTR, improving from **1.26%** all the way up to **3.71%**.



Conversions

Shows if interested customers are sending leads to your dealership, clicks don't sell cars but conversions do.

By focusing on lower funnel, high intent customers we increased conversions for this campaign by **+440%**, jumping from just **5** conversions up to **27**.

