

WEB DESIGN CONCEPT

**Lowered the cost per
conversion by 30% for a
Web Design Company**



Overview

- **Website Designing Company**
- **Location - India**
- **Industry - Website Designing**
- **Services Offered - Web Design, Web Development, E-commerce etc.**

Objective

- **Increase traffic**
- **Target high net income clients**
- **Increase conversions**
- **Reduce cost per acquisition**

Challenges

- **High Competitive market**
- **Reach HNI audience**
- **Lack of leads**

Strategy

- **Targeting big businesses, and HNI audiences.**
- **Optimized search ads with intent-based keywords like web designing company, web development services, web design agency, etc.**
- **Shifted focus to maximize conversion strategy with broad match keywords because I was targeting a particular city.**
- **Keeping good sets of negative keywords as I was running broad match keywords to prevent irrelevant clicks.**

Results

- **Conversions increased by 190%**
- **Cost per conversion reduced by 30%**
- **Conversion rate increased by 3%**
- **CTR increased by 10%**

Conversions increased by 190%

Umang Kankani PPC >		All campaigns		Search		Appearance		Tools and settings		Refresh		Help		Notification	
ed		Ad group status: Enabled		Add filter											
Campaigns				Custom		1 - 31 Jul 2024		Compared: 1 - 30 Jun 2024							
Add filter				Search		Segment		Columns		Reports					
Campaign		Cost <>	Impr. <>	↓ Interac<>	Interaction rate <>	Avg. cost <>	Conversions ><		Cost / conv. <>	Conv. rate <>	Impr. (Top) % <>				
							01/07/2024 - 31/07/2024	01/06/2024 - 30/06/2024	Change	Change (%)					
Website max conv. 16 june		₹48,699.24 (+277.05%)	4,090 (+145.06%)	474 Clicks	11.59% (+10.53%)	₹102.74 (+39.20%)	61.00	21.00	40.00	+190.48%	₹798.35 (+29.80%)	12.87% (+7.24%)	73.06% (-8.53%)		
Total: All enabled campaigns in your current view ?		₹48,699.24 (+277.05%)	4,090 (+145.06%)	474 Clicks	11.59% (+10.53%)	₹102.74 (+39.20%)	61.00	21.00	40.00	+190.48%	₹798.35 (+29.80%)	12.87% (+7.24%)	73.06% (-8.53%)		

Conversion rate increased by 3%

Imang Kankani PPC >

All campaigns

Search

Appearance

Tools and settings

Refresh

Help

Notification

Ad group status: Enabled

Add filter

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Custom

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Compared: 1 - 30 Jun 2024

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Search

Segment

Columns

Reports

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Total: Account ?	₹49,466.48 (+26.86%)	11,877 (+33.83%)	832 Clicks	7.01% (-20.80%)	₹59.45 (+19.69%)	74.00 (+85.00%)	₹668.47 (-31.43%)	8.89%	5.10%	3.80%	+74.55%	72.45% (-10.97%)

CTR increased by 10%

Kankani PPC >

All campaigns

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