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

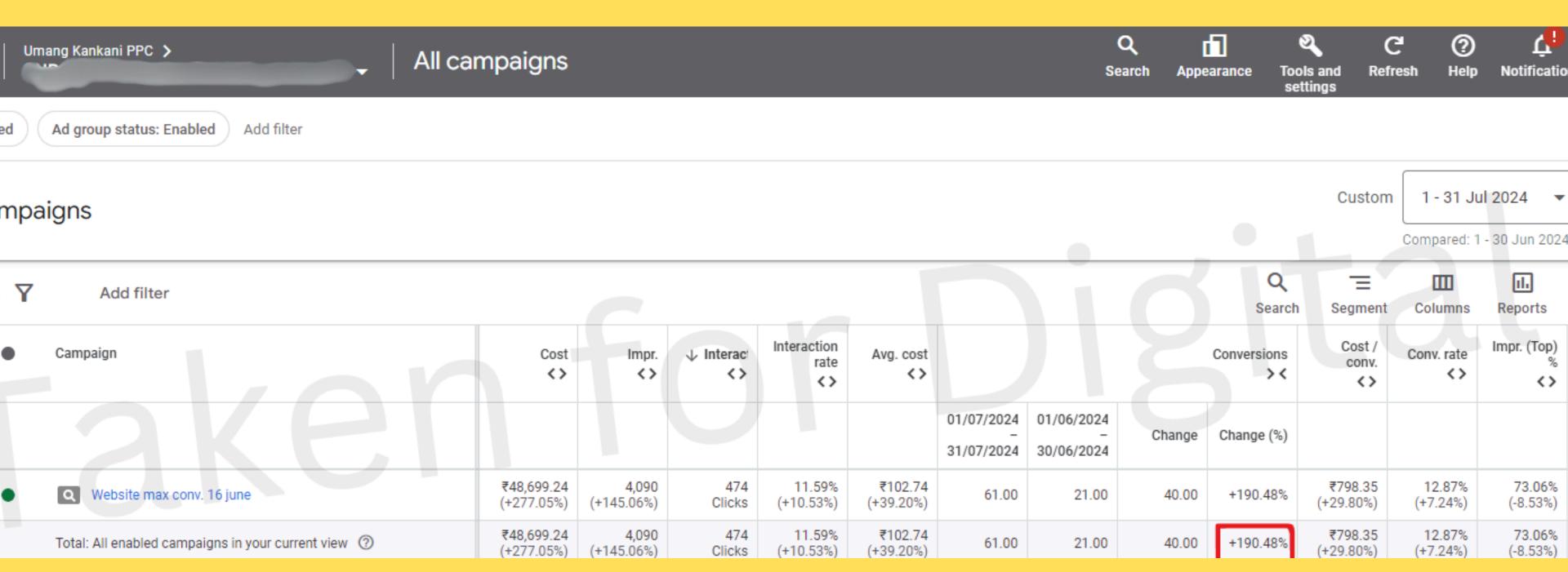
Strategy

- 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.

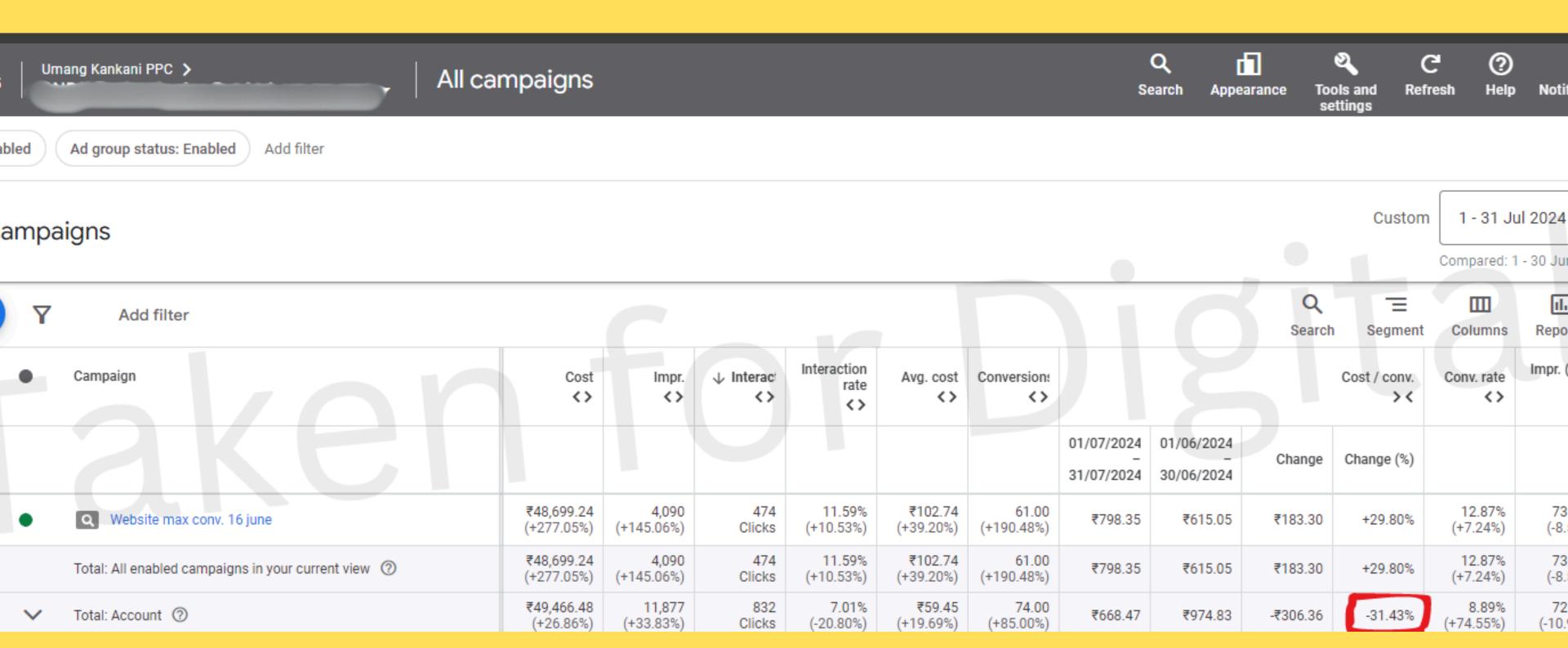
Results

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

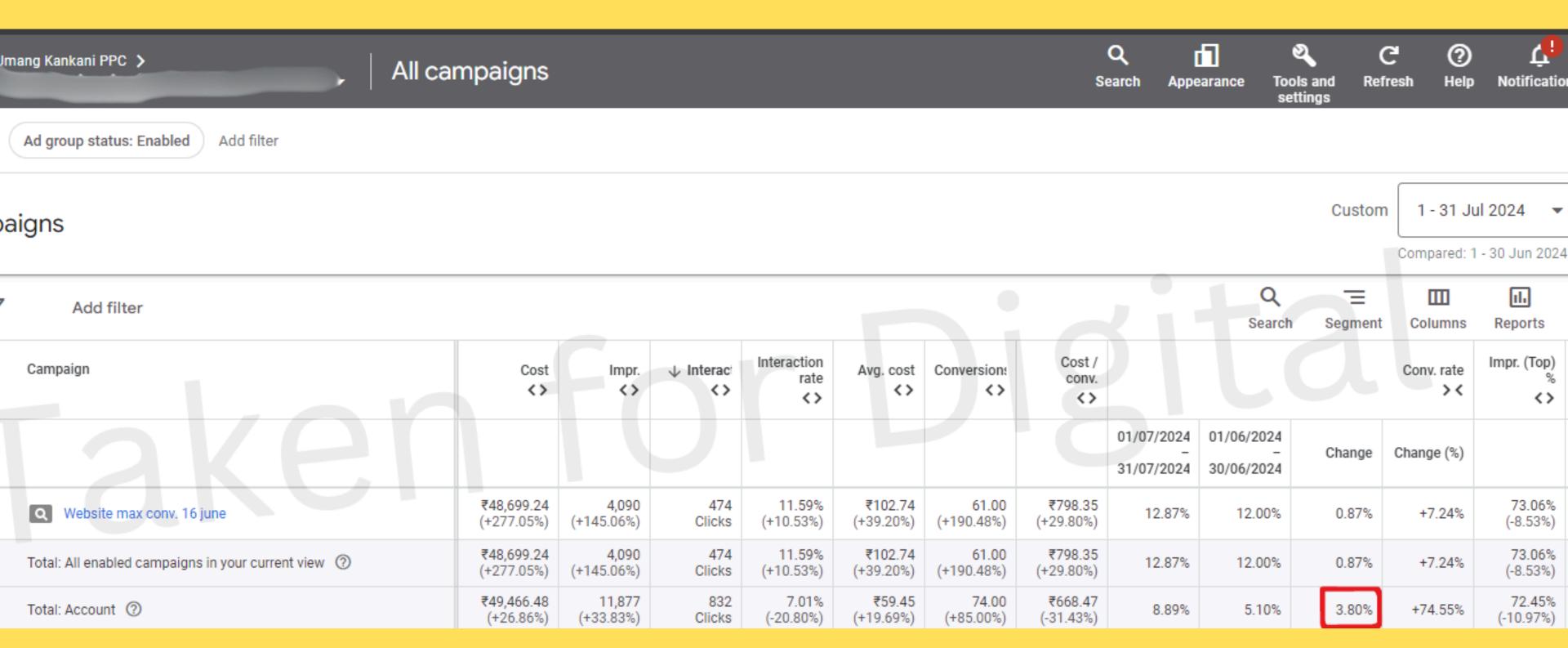
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Conversion rate increased by 3%



CTR increased by 10%

| (ankani PPC) All ca | mpaigns | | | | | | | | | | C ? efresh Help | |
|--|--------------------------|---------------------|---------------|-------------------------------|-------------------------------|--------|----------------|----------------------|---------------------|----------------------|--------------------|------------|
| group status: Enabled Add filter | | | | | | | | | | | | |
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| npaign | Cost | Impr. | ↓ Interact | | | In | teraction rate | Avg. cost | Conversion: | Cost / conv. | Conv. rate | Impr. |
| Taken | | | | 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% | 10.49% | 1.10% | +10.53% | ₹102.74 (+39.20%) | 61.00 (+190.48%) | ₹798.35 (+29.80%) | | 73 (-8. |
| al: All enabled campaigns in your current view ② | ₹48,699.24 (+277.05%) | 4,090 (+145.06%) | 474 Clicks | 11.59% | 10.49% | 1.10% | +10.53% | ₹102.74 (+39.20%) | 61.00 (+190.48%) | ₹798.35 (+29.80%) | | 73 (-8. |