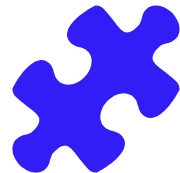


# case study

**Increase Conversion Rate**

**+ Lower CPL**



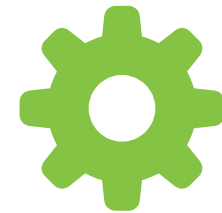
## the what ...

**610 Digital** was contracted to **professionally manage and optimize** a Google Ads account for an **Oklahoma Medicare Advantage company** in a neighboring counties around Tulsa.

Prior to our account management, this account was managed by another agency and also had a much larger monthly budget from September through December 2018; which is during the Open Enrollment Period for Medicare eligibility.

**Lowering the cost-per-lead** (CPL) was **critical** for the client. In Q4 2018, the CPL was \$207.

We needed to get this to around \$100!



## the **how** ...

We began with a **deep-dive audit** of the account and found that the campaign structure was causing **poor performance** and lots of **wasted spend**, mostly on broad keywords and **unrelated search queries**; also within the account were exact match keywords with very few impressions and only a few clicks.

The account was “**bloated**” and took us about a month to make sense of the structure and work through our optimizations. During this same period, we aggressively added negative keyword to **control any wasted spend** and hone in on **best search queries** ... *ones that were **actually relevant**.*



## **the results ...**

in the **five months** we managed the account, **we achieved**

# 141.45%

increase in conversion rate

# 35.65%

reduction in cost per conversion

# 46.51%

drop in ad spend

Want improvements like these? [Schedule 15-Min Free Consult](#)



# how we **stack up** and **compare**

	Impressions	Clicks	Avg CPC	Cost	Conversions	Cost per Conv	Conv Rate
<b>Previous Agency</b>	161,616	6,751	\$4.60	\$31,066.68	154	\$201.73	2.28%
<b>610 Digital</b>	52,340	2,324	\$7.15	\$16,617.01	128	\$129.82	5.51%
<b>% Change</b>	-67.61%	-65.58%	55.38%	-46.51%	-16.88%	-35.65%	141.45%

Costs decreased by 46.51% in the time we managed the account, partially due to a much lower budget BUT also we weeded out the cost-waster keywords and aggressively used negative keywords. Less conversions occurred

Our biggest gains were improving the Conversion Rate by a whopping 141%, from 2.28% to 5.51%; and came close to our \$100 CPL goal by lowering CPLs from \$202 to \$130 (rounded).



# quarterly data

	Quarter	Impressions	Clicks	Avg CPC	Cost	Conversions	Cost per Conv	Conv Rate
Previous Agency	Q3 - 2018	15,352	464	\$5.82	\$2,699.52	17	\$158.80	3.66%
	Q4 - 2018	93,924	3,963	\$7.16	\$28,367.16	137	\$207.06	3.46%
610 Digital	Q1 - 2019	24,941	993	\$6.15	\$6,106.18	51	\$119.73	5.14%
	Q2 - 2019	27,399	1,331	\$7.90	\$10,510.83	77	\$136.50	5.79%

Q3 -2018 only includes September; Q1 - 2019 omits January because the account was paused Jan 1 through Jan 27.  
Budget increased June 2019.



# Google Ads Data

## Sept 2018 - June 2019

Date	Impressions	Clicks	Avg. CPC	Cost	Conversions	Cost/Conv	Conv Rate
6/2019	9,403	469	\$9.23	\$4,330.47	30	\$144.35	6.40%
5/2019	5,616	336	\$8.67	\$2,911.89	24	\$121.33	7.14%
4/2019	12,380	526	\$6.21	\$3,268.47	23	\$142.11	4.37%
3/2019	13,317	514	\$5.89	\$3,027.85	28	\$108.14	5.45%
2/2019	11,624	479	\$6.43	\$3,078.33	23	\$133.84	4.80%
12/2018	9,159	371	\$7.18	\$2,663.26	15	\$177.55	4.04%
11/2018	49,251	1,931	\$7.23	\$13,960.71	75	\$186.14	3.88%
10/2018	35,514	1,661	\$7.07	\$11,743.19	47	\$249.86	2.83%
9/2018	15,352	464	\$5.82	\$2,699.52	17	\$158.80	3.66%

January 2019 omitted because the account was paused Jan 1 through Jan 27.



# Let's talk

We're always looking for new clients and unique challenges.

Get in touch to arrange an intro call and hear how we can help you with your Google Ads campaigns. [Schedule 15 minutes with us now!](#)

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