



RESPONSE
CTR

Case Study Manufacturing

- Conversions
- Impressions
- Clicks

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Fairhope, AL

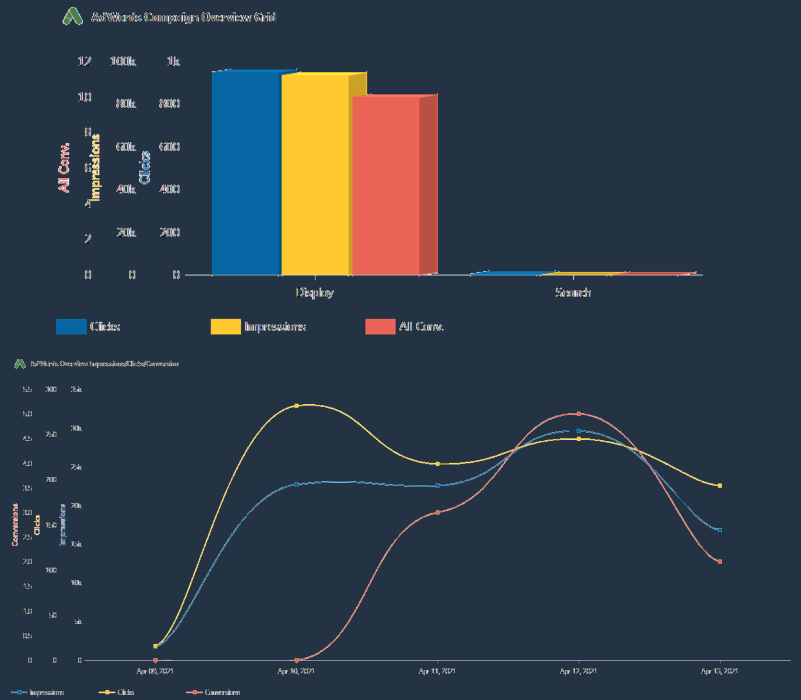


After meeting with Client there was a need to generate more business from their distributors in the US.

7 Targets

Client chose 7 of their markets to target their search and display campaign.

Performance

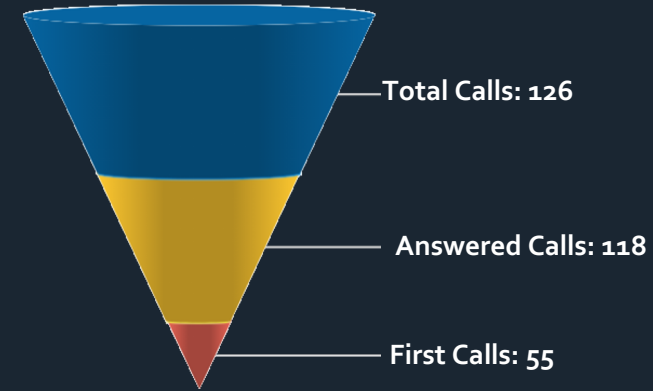


Campaign Overview

Manufacturing can be a bit of a tricky industry for marketers in general. Their targets are very niche which can create problems with creative to targeting.

Our approach was simple, keyword analysis to define best strategy for Responsive search ads placed alongside a display campaign resulting in outperforming our initial projection within the first 7 days.

Call Performance



KPI's

- Form Fills
- Phone Calls



Strategies

- Search**
- 8 Ad Groups**
- Targeting each one of their defined markets/distributors. Using responsive search and call ads.
- Display**
- Smart Display**
- Running smart display alongside the search campaign.

Target Areas

