2 Guys Glass (Glass/Mirror/Screen Provider)

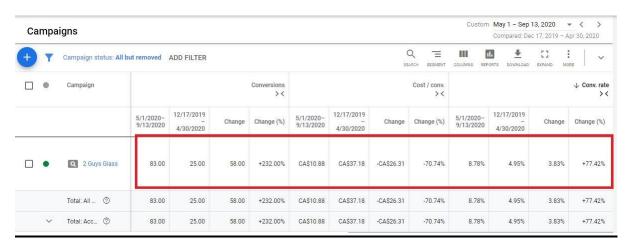
Company Name: 2 Guys Glass

Company Website: http://2guysglass.com

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by **232%**, reduced the CPA by **70.74%** and increased the **Conv Rate** by **77.42%**.



A1 Flooring Welland (Flooring Solution Provider)

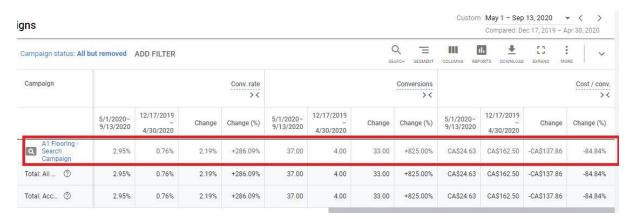
Company Name: A1 Flooring Welland

Company Website: http://www.a1flooringwelland.ca

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by **825%**, reduced the CPA by **84.84%** and increased the **Conv Rate** by **286.09%**.



Dymon Self Storage (Storage Solution Provider)

Company Name: Dymon Self Storage

Company Website: https://dymon.ca

Campaign Goal: Provide as many leads as possible and also lower down the CPA. Also, the leads are required to come from Ottawa, Brampton and Toronto.

Results Achieved:

Increased the no of overall conversions by 153.41% and reduced the CPA by 23.55%.



Abrams Towing (Towing Service)

Company Name: Abrams Towing

Company Website: https://toronto.towingontario.com

Campaign Goal: Create city specific campaigns, increase the no of conversions and generate leads at a lesser CPA.

Results Achieved:

Increased the no of Conversions by 34.04% reduced the Cost/Conv by 40.31% and increased the Conv Rate by 113.49%.

About Abrams Towing

Canada's largest towing fleet with nine locations to get you back on the road fast and safely.



Connon Nurseries (Plant Finder)

Company Name: Connon Nurseries

Company Website: https://plants.connon.ca

Campaign Goal: Increase the no of leads and phone calls. Also, generate more clicks for a

proper branding.

Results Achieved:

Increased the no of Conversions by 65.73% and the amount of Clicks by 79.56%.

Camp	oaign	Optimization score	Campaign type	aign Clicks	Impr.	CTR <>	Avg. CPC	Cost <>	Conversions > <			
									5/1/2020- 8/31/2020	3/1/2020- 5/31/2020	Change	Change (%)
Q	Connon Nurseries (Waterdown) (May 2020)	63.1%	Search	2,198 (+10.95%)	20,007 (+29.20%)	10.99% (-14.12%)	CA\$1.32 (+13.33%)	CA\$2,907.53 (+25.75%)	20.00	16.00	4.00	+25.00%
Q	Connon Nurseries (Branded) (May 2020)	65.2%	Search	13,003 (+68.52%)	35,314 (+75.17%)	36.82% (-3.80%)	CA\$0.08 (+36.81%)	CA\$1,097.30 (+130.56%)	109.00	81.00	28.00	+34.57%
[0	Call Only Ads - Newmarket	88.4%	Search	853 (+183.39%)	77,593 (+297.02%)	1.10% (-28.62%)	CA\$1.19 (-10.80%)	CA\$1,014.75 (+152.80%)	45.00	33.00	12.00	+36.36%
0	Call Only Ads - Trenton	100%	Search	241 (+78.52%)	10,087 (+184.94%)	2.39% (-37.35%)	CA\$4.39 (+55.44%)	CA\$1,057.65 (+177.49%)	15.00	10.00	5.00	+50.00%
Q	Connon Nurseries (Newmarket) (2020)	55.1%	Search	2,583 (+60.63%)	24,291 (+53.87%)	10.63% (+4.40%)	CA\$1.23 (-0.92%)	CA\$3,177.62 (+59.16%)	18.00	10.00	8.00	+80.00%

Havelock Metal Co. (Metal Company in Canada)

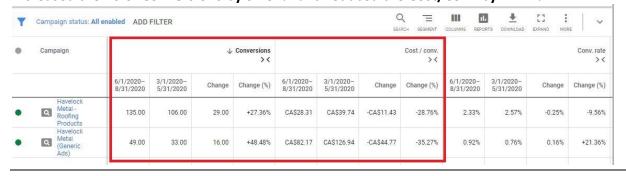
Company Name: Havelock Metal Co.

Company Website: https://www.havelockmetal.com

Campaign Goal: Increase the no of conversions and lower down the CPA.

Results Achieved:

Increased the no of Conversions by 32.37% and reduced the Cost/Conv by 11.24%.



Maxim Motorsports (Motor Parts Seller)

Company Name: Maxim Motorsports

Company Website: https://maxximmotorsports.com

Campaign Goal: Increase the no of conversions and lower down the CPA. Also, generate leads through a remarketing campaign – improve its performance further.

Results Achieved:

Increased the no of **Conversions by 542.86%**, reduced the **Cost/Conv by 81%** and increased the **Conv Rate by 134.01%**.

mpa	npaigns Custom Jun 1 − Sep 14, 2020 ▼ Compared: Feb 16 − May 31, 20													
Y	Campaign status: All enabled ADD FILTER Q = SEARCH SEAMENT										ORTS DOWNLOAD		i v	
•	Campaign		↓ Conversions > <				Cost / conv. > ≺				Conv. rate			
		6/1/2020- 9/14/2020	2/16/2020 - 5/31/2020	Change	Change (%)	6/1/2020- 9/14/2020	2/16/2020 - 5/31/2020	Change	Change (%)	6/1/2020- 9/14/2020	2/16/2020 - 5/31/2020	Change	Change (%)	
•	Online Store Search Ads	58.00	1.00	57.00	+5,700.00%	CA\$17.86	CA\$458.15	-CA\$440.29	-96.10%	2.40%	0.47%	1.94%	+416.36%	
•	Q Oakville	31.00	9.00	22.00	+244.44%	CA\$29.04	CA\$120.66	-CA\$91.61	-75.93%	4.19%	1.25%	2.94%	+234.669	
•	Q Barrie	19.00	4.00	15.00	+375.00%	CA\$48.68	CA\$217.38	-CA\$168.70	-77.61%	2.13%	0.76%	1.38%	+181.809	
	Maxxim Motorsports Brand and Leads	18.00	0.00	18.00	+∞	CA\$2.27	CA\$0.00	CA\$2.27	+∞	6.59%	0.00%	6.59%	+0	
	Q Cambridge	7.00	5.00	2.00	+40.00%	CA\$130.24	CA\$199.51	-CA\$69.28	-34.72%	1.46%	1.10%	0.37%	+33.269	
•	Remarketing Display Ads	2.00	2.00	0.00	0.00%	CA\$522.61	CA\$283.42	CA\$239.19	+84.39%	0.06%	0.19%	-0.13%	-68.77%	
	Total: All enable	135.00	21.00	114.00	+542.86%	CA\$35.99	CA\$189.43	-CA\$153.44	-81.00%		vate V71 %		+134.019	
~	Total: Acc ①	135.00	25.00	110.00	+440.00%	CA\$39.23	CA\$178.46	-CA\$139.24	-78.02%	Go to 1.18%	Settings to 0.61%	activate Wir 0.57%	rdows. +93.96%	

Pilitteri Estate Winery (Wine Shop)

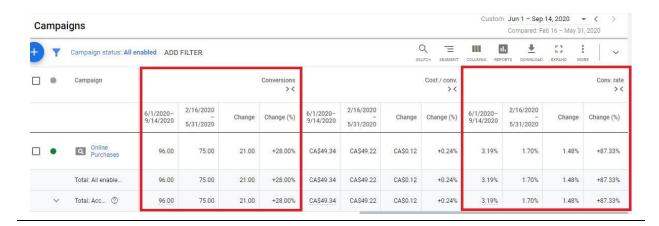
Company Name: Pillitteri Estate Winery

Company Website: https://www.pillitteri.com

Campaign Goal: Increase the no of conversions in terms of online sales.

Results Achieved:

Increased the no of Conversions by 28%, and increased the Conv Rate by 87.33%.



Bucko Flooring (Flooring Solution Provider)

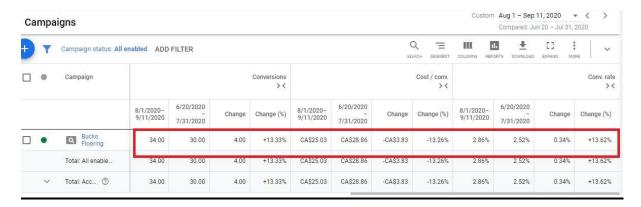
Company Name: Bucko Flooring

Company Website: http://www.buckoflooring.com

Campaign Goal: Increase the no of conversions and reduce the CPA.

Results Achieved:

Increased the no of Conversions by 13.33%, Conv Rate increased by 13.62% and decreased the Cost/Conv by 13.26%.



Platinum Auto Body (Auto Body Repair)

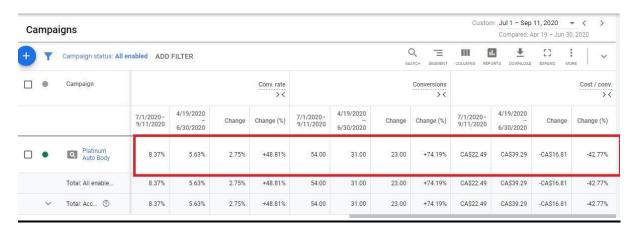
Company Name: Platinum Auto Body

Company Website: http://platinumautobody.net

Campaign Goal: Increase the no of conversions and reduce the CPA.

Results Achieved:

Increased the no of Conversions by 74.19%, Conv Rate increased by 48.81% and decreased the Cost/Conv by 42.77%.



Sunrise Spas (Spa and Hot Bath)

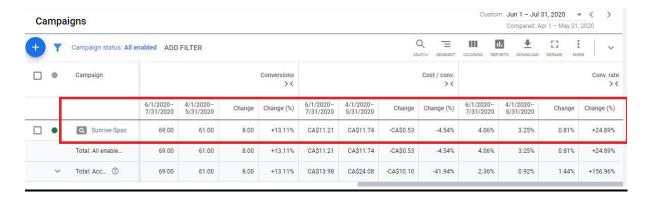
Company Name: Sunrise Spas

Company Website: https://www.sunrisespasfactorystore.com

Campaign Goal: Increase the no of conversions and reduce the CPA.

Results Achieved:

Increased the no of Conversions by 13.11%, Conv Rate increased by 24.89% and decreased the Cost/Conv by 4.54%.



Better Shades (Interior Design Company)

Company Name: Better Shades

Company Website: https://interiorsbybettershade.com

Campaign Goal: Increase the no of conversions and reduce the CPA.

Results Achieved:

Increased the no of Conversions by 160%, Conv Rate increased by 87.59% and decreased the Cost/Conv by 82.11%.



Bestway Bedding (Bedding Accessories Provider)

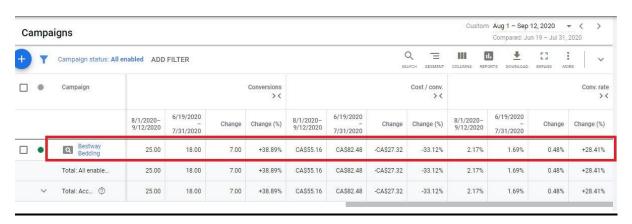
Company Name: Better Shades

Company Website: https://www.bestwaybedding.com

Campaign Goal: Increase the no of conversions and reduce the CPA.

Results Achieved:

Increased the no of Conversions by 38.89%, Conv Rate increased by 28.41% and decreased the Cost/Conv by 33.12%.



DoubleDeal Pizza and Wings (Pizza Provider)

Company Name: Double Deal Pizza and Wings

Company Website: https://addoubledealpizza.ca

Campaign Goal: Increase the no of conversions and reduce the CPA.

Results Achieved:

Increased the no of Conversions by 1600%, Conv Rate increased by 750% and decreased the Cost/Conv by 82.50%.



A&J Vacuum (Insurance Company)

Company Name: A&J Vacuum

Company Website: http://ajvacuum.ca

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 14.81% and reduced the CPA by 14.72%.



Twin City Towing (Towing Service Provider)

Company Name: Twin City Towing

Company Website: http://twincitytowinginc.com

Campaign Goal: Increase the no of conversions and reduce the CPA.

Results Achieved:

Increased the no of Conversions by 190.91%, Conv Rate increased by 206.67% and decreased the Cost/Conv by 65.92%.



The Truck Toppers (Auto & Truck Accessories)

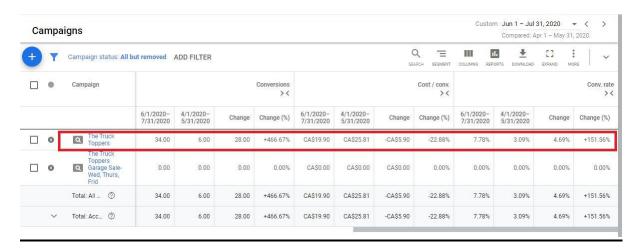
Company Name: The Truck Toppers

Company Website: https://www.thetrucktoppers.com

Campaign Goal: Provide as many leads as possible for the search campaign and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 466.67% and reduced the CPA by 22.88%.



<u>Lancaster Heating and Cooling (Heating and Cooling Products)</u>

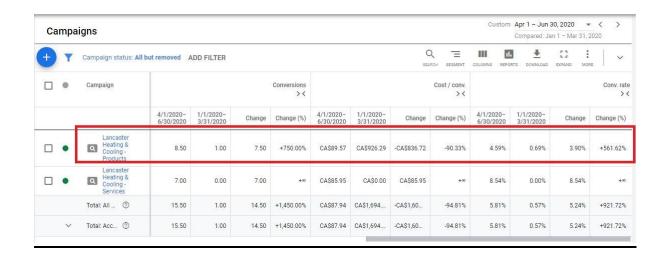
Company Name: Lancaster Heating and Cooling

Company Website: https://lancasterheatingandcooling.com

Campaign Goal: Provide as many leads as possible for the search campaign and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 1450% and reduced the CPA by 94.81%.



Cotton Inc (Garbage Bins Provider)

Company Name: Cotton Inc.

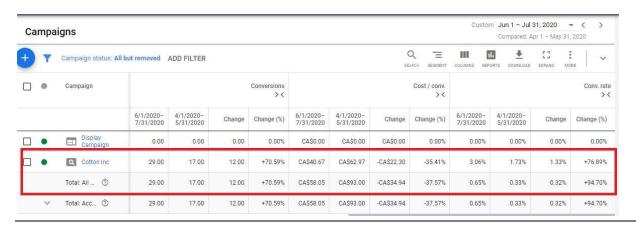
Company Website: https://cottoninc.ca

Campaign Goal: Provide as many leads as possible for the search campaign and also lower

down the CPA.

Results Achieved:

Increased the no of overall conversions by 70.59% and reduced the CPA by 35.41%.



The Boat Warehouse (Warehouse Dealer)

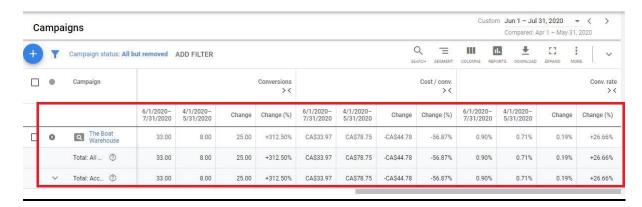
Company Name: The Boat Warehouse

Company Website: https://theboatwarehouse.com

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 312.50% and reduced the CPA by 56.87%.



Mountain Vacuum (Vacuum Accessories)

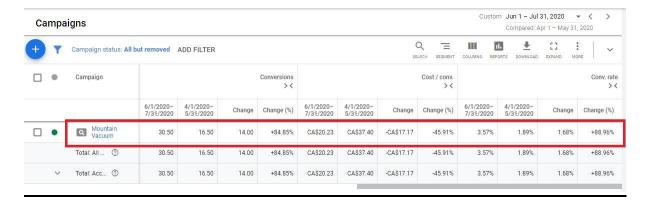
Company Name: Mountain Vacuum

Company Website: https://mountainvacuumhamilton.ca

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 84.85% and reduced the CPA by 45.91%.



Austin Trophies Ltd (Trophy Maker)

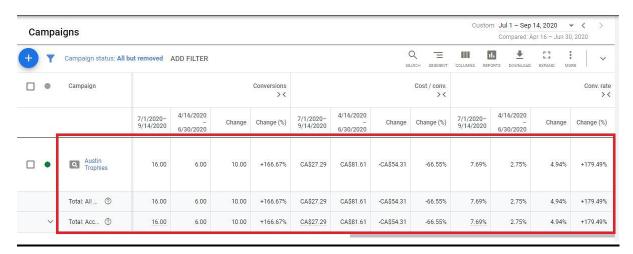
Company Name: Austin Trophies Ltd.

Company Website: https://austintrophies.com

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 166.67% and reduced the CPA by 66.55%.



Kitsch Electric (Electricity Service)

Company Name: Kirsch Electric

Company Website: https://kirschelectriccontracting.ca

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 250% and reduced the CPA by 71.39%.



Pic's Motor Clinic (Motor Equipment Provider)

Company Name: Pic's Motor Clinic

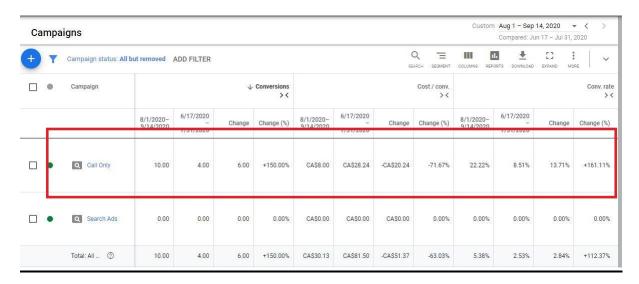
Company Website: https://www.picsmotorclinic.com

Campaign Goal: Provide as many leads as possible in terms of phone calls and also lower down

the CPA.

Results Achieved:

Increased the no of overall conversions by 150% and reduced the CPA by 63.03%.



Caswell's Fine Menswear (Mens Clothing)

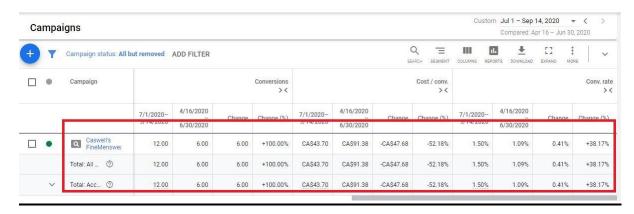
Company Name: Caswell's Fine Menswear

Company Website: https://www.caswellsclothing.com

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 100% and reduced the CPA by 52.18%.



Dr Petra Cantrup (Optometrist in Ontario)

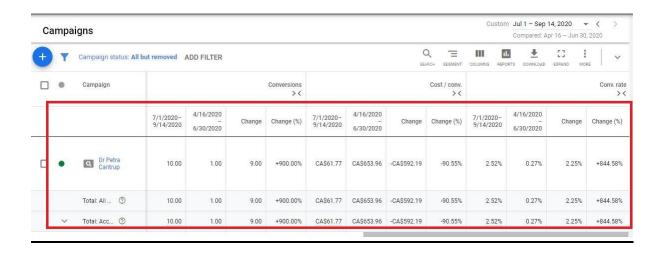
Company Name: Dr. Petra Cantrup

Company Website: http://drcantrup.ca

Campaign Goal: Provide as many leads as possible and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 900% and reduced the CPA by 90.55%.



On the Move (Moving and Delivery)

Company Name: On the Move

Company Website: https://www.onthemoveltd.com

Campaign Goal: Provide as many leads as possible, increase the website traffic and also lower down the CPA.

Results Achieved:

Increased the no of overall conversions by 800% and reduced the CPA by 58.44%.

