

## 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%**.

Campaigns														Custom May 1 – Sep 13, 2020	
Campaign status: All but removed														Compared: Dec 17, 2019 – Apr 30, 2020	
Campaign	Conversions				Cost / conv.				Conv. rate						
	5/1/2020–9/13/2020	12/17/2019–4/30/2020	Change	Change (%)	5/1/2020–9/13/2020	12/17/2019–4/30/2020	Change	Change (%)	5/1/2020–9/13/2020	12/17/2019–4/30/2020	Change	Change (%)			
2 Guys Glass	83.00	25.00	58.00	+232.00%	CA\$10.88	CA\$37.18	-CA\$26.31	-70.74%	8.78%	4.95%	3.83%	+77.42%			
Total: All ...	83.00	25.00	58.00	+232.00%	CA\$10.88	CA\$37.18	-CA\$26.31	-70.74%	8.78%	4.95%	3.83%	+77.42%			
Total: Acc...	83.00	25.00	58.00	+232.00%	CA\$10.88	CA\$37.18	-CA\$26.31	-70.74%	8.78%	4.95%	3.83%	+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%**.

igns Custom May 1 – Sep 13, 2020 < >  
Compared: Dec 17, 2019 – Apr 30, 2020

Campaign status: All but removed ADD FILTER

Campaign	Conv. rate				Conversions				Cost / conv.			
	5/1/2020–9/13/2020	12/17/2019–4/30/2020	Change	Change (%)	5/1/2020–9/13/2020	12/17/2019–4/30/2020	Change	Change (%)	5/1/2020–9/13/2020	12/17/2019–4/30/2020	Change	Change (%)
A1 Flooring - Search Campaign	2.95%	0.76%	2.19%	+286.09%	37.00	4.00	33.00	+825.00%	CAS24.63	CAS162.50	-CAS137.86	-84.84%
Total: All ...	2.95%	0.76%	2.19%	+286.09%	37.00	4.00	33.00	+825.00%	CAS24.63	CAS162.50	-CAS137.86	-84.84%
Total: Acc...	2.95%	0.76%	2.19%	+286.09%	37.00	4.00	33.00	+825.00%	CAS24.63	CAS162.50	-CAS137.86	-84.84%

## 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%**.

Campaign	Clicks	Conv. rate				↓ Conversions				Avg. CPC	Cost / conv.			
		7/1/2020–9/13/2020	4/17/2020–6/30/2020	Change	Change (%)	7/1/2020–9/13/2020	4/17/2020–6/30/2020	Change	Change (%)		7/1/2020–9/13/2020	4/17/2020–6/30/2020	Change	Change (%)
removed campaigns	22,336 (+150.38%)	3.92%	3.88%	0.04%	+1.09%	872.57	344.33	528.23	+153.41%	CAS2.88 (-22.74%)	CAS73.46	CAS96.08	-CAS22.62	-23.55%
Personal Storage - Ottawa	2,249 (+201.88%)	8.25%	6.68%	1.57%	+23.42%	184.97	49.47	135.50	+273.92%	CAS1.23 (-55.36%)	CAS14.83	CAS41.09	-CAS26.26	-63.91%
Storage General Terms - Ottawa	2,472 (+306.58%)	6.77%	6.89%	-0.12%	-1.77%	166.78	41.62	125.16	+300.74%	CAS1.14 (-53.57%)	CAS16.77	CAS35.51	-CAS18.74	-52.78%
Branded Terms - Ottawa	1,749 (+87.46%)	5.54%	5.67%	-0.13%	-2.25%	96.57	52.80	43.77	+82.89%	CAS1.21 (-12.70%)	CAS21.90	CAS24.51	-CAS2.61	-10.67%
Personal Storage - Brampton	963 (+38.16%)	6.46%	3.31%	3.15%	+95.25%	62.05	22.98	39.07	+169.98%	CAS5.27 (+0.09%)	CAS81.71	CAS159.53	-CAS77.82	-48.78%
DymonBox	2,601 (+630.62%)	2.37%	1.44%	0.92%	+63.90%	61.14	5.10	56.04	+1,098.86%	CAS1.71 (-28.07%)	CAS71.92	CAS162.02	-CAS90.11	-55.61%

## 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.

Campaign status: All but removed ADD FILTER

Campaign	Cost <>	↓ Conversions ><				Cost / conv. ><				Conv. rate ><				Bid strategy type
		7/1/2020-9/13/2020	4/17/2020-6/30/2020	Change	Change (%)	7/1/2020-9/13/2020	4/17/2020-6/30/2020	Change	Change (%)	7/1/2020-9/13/2020	4/17/2020-6/30/2020	Change	Change (%)	
Towing - Toronto	\$2,688.01 (-49.59%)	154.00	293.00	-139.00	-47.44%	CAS\$17.40	CAS\$18.16	-CAS\$0.76	-4.21%	31.17%	29.99%	1.18%	+3.95%	Target CPA
Toronto - Call Only Ads	\$1,334.69 (+)**	114.00	0.00	114.00	**	CAS\$11.71	CAS\$0.00	CAS\$11.71	**	58.76%	0.00%	58.76%	**	Target CPA
Ottawa - Call Only Ads	\$1,475.69 (-361.53%)	79.00	3.00	76.00	+2,533.33%	CAS\$18.68	CAS\$19.98	-CAS\$1.30	-6.52%	45.14%	23.08%	22.07%	+95.62%	Target CPA
Oakville and Burlington - Call Only Ads	\$1,007.17 (-586.77%)	58.00	5.00	53.00	+1,060.00%	CAS\$17.36	CAS\$11.94	CAS\$5.42	+45.41%	58.59%	83.33%	-24.75%	-29.70%	Target CPA
Brampton - Call Only Ads	\$463.12 (+)**	43.00	0.00	43.00	**	CAS\$10.77	CAS\$0.00	CAS\$10.77	**	66.15%	0.00%	66.15%	**	Target CPA

## 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%**.

Campaign	Optimization score	Campaign type	Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Cost <>	Conversions <>			
								6/1/2020-8/31/2020	3/1/2020-5/31/2020	Change	Change (%)
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%
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%
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%
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%
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%**.

Campaign status: All enabled ADD FILTER												
Campaign	↓ Conversions >>				Cost / conv. >>				Conv. rate >>			
	6/1/2020-8/31/2020	3/1/2020-5/31/2020	Change	Change (%)	6/1/2020-8/31/2020	3/1/2020-5/31/2020	Change	Change (%)	6/1/2020-8/31/2020	3/1/2020-5/31/2020	Change	Change (%)
Havelock Metal - Roofing Products	135.00	106.00	29.00	+27.36%	CA\$28.31	CA\$39.74	-CA\$11.43	-28.76%	2.33%	2.57%	-0.25%	-9.56%
Havelock Metal (Generic Ads)	49.00	33.00	16.00	+48.48%	CA\$82.17	CA\$126.94	-CA\$44.77	-35.27%	0.92%	0.76%	0.16%	+21.36%

## Maxim Motorsports (Motor Parts Seller)

**Company Name:** Maxim Motorsports

**Company Website:** <https://maxximotorsports.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%**.

Campaigns												
Custom Jun 1 – Sep 14, 2020 Compared: Feb 16 – May 31, 2020												
Campaign status: All enabled ADD FILTER												
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%	CAS\$17.86	CAS\$458.15	-CAS\$440.29	-96.10%	2.40%	0.47%	1.94%	+416.36%
Oakville	31.00	9.00	22.00	+244.44%	CAS\$29.04	CAS\$120.66	-CAS\$91.61	-75.93%	4.19%	1.25%	2.94%	+234.66%
Barrie	19.00	4.00	15.00	+375.00%	CAS\$48.68	CAS\$217.38	-CAS\$168.70	-77.61%	2.13%	0.76%	1.38%	+181.80%
Maxxim Motorsports Brand and Leads	18.00	0.00	18.00	**	CAS\$2.27	CAS\$0.00	CAS\$2.27	**	6.59%	0.00%	6.59%	**
Cambridge	7.00	5.00	2.00	+40.00%	CAS\$130.24	CAS\$199.51	-CAS\$69.28	-34.72%	1.46%	1.10%	0.37%	+33.26%
Remarketing Display Ads	2.00	2.00	0.00	0.00%	CAS\$522.61	CAS\$283.42	CAS\$239.19	+84.39%	0.06%	0.19%	-0.13%	-68.77%
Total: All enable...	135.00	21.00	114.00	+542.86%	CAS\$35.99	CAS\$189.43	-CAS\$153.44	-81.00%	1.67%	0.71%	0.96%	+134.01%
Total: Acc...	135.00	25.00	110.00	+440.00%	CAS\$39.23	CAS\$178.46	-CAS\$139.24	-78.02%	1.18%	0.61%	0.57%	+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%**.

Campaigns		Custom Jun 1 – Sep 14, 2020 Compared: Feb 16 – May 31, 2020											
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 Purchases	96.00	75.00	21.00	+28.00%	CAS\$49.34	CAS\$49.22	CAS\$0.12	+0.24%	3.19%	1.70%	1.48%	+87.33%	
Total: All enable...	96.00	75.00	21.00	+28.00%	CAS\$49.34	CAS\$49.22	CAS\$0.12	+0.24%	3.19%	1.70%	1.48%	+87.33%	
Total: Acc...	96.00	75.00	21.00	+28.00%	CAS\$49.34	CAS\$49.22	CAS\$0.12	+0.24%	3.19%	1.70%	1.48%	+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%**.

Campaigns		Custom Aug 1 – Sep 11, 2020 Compared: Jun 20 – Jul 31, 2020											
Campaign	Conversions ><				Cost / conv. ><				Conv. rate ><				
	8/1/2020–9/11/2020	6/20/2020–7/31/2020	Change	Change (%)	8/1/2020–9/11/2020	6/20/2020–7/31/2020	Change	Change (%)	8/1/2020–9/11/2020	6/20/2020–7/31/2020	Change	Change (%)	
Bucko Flooring	34.00	30.00	4.00	+13.33%	CAS\$25.03	CAS\$28.86	-CAS\$3.83	-13.26%	2.86%	2.52%	0.34%	+13.62%	
Total: All enable...	34.00	30.00	4.00	+13.33%	CAS\$25.03	CAS\$28.86	-CAS\$3.83	-13.26%	2.86%	2.52%	0.34%	+13.62%	
Total: Acc...	34.00	30.00	4.00	+13.33%	CAS\$25.03	CAS\$28.86	-CAS\$3.83	-13.26%	2.86%	2.52%	0.34%	+13.62%	

## 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%**.

Campaign	Conv. rate				Conversions				Cost / conv.			
	7/1/2020-9/11/2020	4/19/2020-6/30/2020	Change	Change (%)	7/1/2020-9/11/2020	4/19/2020-6/30/2020	Change	Change (%)	7/1/2020-9/11/2020	4/19/2020-6/30/2020	Change	Change (%)
Platinum Auto Body	8.37%	5.63%	2.75%	+48.81%	54.00	31.00	23.00	+74.19%	CA\$22.49	CA\$39.29	-CA\$16.81	-42.77%
Total: All enable...	8.37%	5.63%	2.75%	+48.81%	54.00	31.00	23.00	+74.19%	CA\$22.49	CA\$39.29	-CA\$16.81	-42.77%
Total: Acc...	8.37%	5.63%	2.75%	+48.81%	54.00	31.00	23.00	+74.19%	CA\$22.49	CA\$39.29	-CA\$16.81	-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%**.

Campaign	Conversions				Cost / conv.				Conv. rate			
	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)
Sunrise Spas	69.00	61.00	8.00	+13.11%	CA\$11.21	CA\$11.74	-CA\$0.53	-4.54%	4.06%	3.25%	0.81%	+24.89%
Total: All enable...	69.00	61.00	8.00	+13.11%	CA\$11.21	CA\$11.74	-CA\$0.53	-4.54%	4.06%	3.25%	0.81%	+24.89%
Total: Acc...	69.00	61.00	8.00	+13.11%	CA\$13.98	CA\$24.08	-CA\$10.10	-41.94%	2.36%	0.92%	1.44%	+156.96%

## 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%**.

Campaign	Conversions				Cost / conv.				Conv. rate			
	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)
Better Shade	39.00	15.00	24.00	+160.00%	CA\$12.92	CA\$72.20	-CA\$59.28	-82.11%	8.23%	4.39%	3.84%	+87.59%
Total: All enable...	39.00	15.00	24.00	+160.00%	CA\$12.92	CA\$72.20	-CA\$59.28	-82.11%	8.23%	4.39%	3.84%	+87.59%
Total: Acc...	39.00	15.00	24.00	+160.00%	CA\$12.92	CA\$72.20	-CA\$59.28	-82.11%	8.23%	4.39%	3.84%	+87.59%

## 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%**.

Campaign	Conversions				Cost / conv.				Conv. rate			
	8/1/2020-9/12/2020	6/19/2020-7/31/2020	Change	Change (%)	8/1/2020-9/12/2020	6/19/2020-7/31/2020	Change	Change (%)	8/1/2020-9/12/2020	6/19/2020-7/31/2020	Change	Change (%)
Bestway Bedding	25.00	18.00	7.00	+38.89%	CA\$55.16	CA\$82.48	-CA\$27.32	-33.12%	2.17%	1.69%	0.48%	+28.41%
Total: All enable...	25.00	18.00	7.00	+38.89%	CA\$55.16	CA\$82.48	-CA\$27.32	-33.12%	2.17%	1.69%	0.48%	+28.41%
Total: Acc...	25.00	18.00	7.00	+38.89%	CA\$55.16	CA\$82.48	-CA\$27.32	-33.12%	2.17%	1.69%	0.48%	+28.41%



# 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%**.

Campaign	Conversions				Cost / conv.				Conv. rate			
	7/1/2020-9/12/2020	4/18/2020-6/30/2020	Change	Change (%)	7/1/2020-9/12/2020	4/18/2020-6/30/2020	Change	Change (%)	7/1/2020-9/12/2020	4/18/2020-6/30/2020	Change	Change (%)
Ad Double Deal	31.00	2.00	29.00	+1,450.00%	CA\$5.20	CA\$29.16	-CA\$23.96	-82.18%	16.06%	2.04%	14.02%	+687.05%
Ad Double Deal Waterloo	3.00	0.00	3.00	++	CA\$10.88	CA\$0.00	CA\$10.88	++	10.34%	0.00%	10.34%	++
Total: All enable...	34.00	2.00	32.00	+1,600.00%	CA\$5.70	CA\$32.55	-CA\$26.86	-82.50%	15.32%	1.80%	13.51%	+750.00%
Total: Acc...	34.00	2.00	32.00	+1,600.00%	CA\$5.70	CA\$32.55	-CA\$26.86	-82.50%	15.32%	1.80%	13.51%	+750.00%

# 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%**.

Campaigns													Custom Jun 1 - Jul 31, 2020	
													Compared: Apr 1 - May 31, 2020	
Campaign status: All enabled													ADD FILTER	
Campaign	Conversions				Cost / conv.				Conv. rate					
	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)		
A&J Vacuums	31.00	27.00	4.00	+14.81%	CAS14.41	CAS16.90	-CAS2.49	-14.72%	7.19%	6.24%	0.96%	+15.35%		
Total: All enable...	31.00	27.00	4.00	+14.81%	CAS14.41	CAS16.90	-CAS2.49	-14.72%	7.19%	6.24%	0.96%	+15.35%		
Total: Acc...	31.00	27.00	4.00	+14.81%	CAS14.41	CAS16.90	-CAS2.49	-14.72%	7.19%	6.24%	0.96%	+15.35%		

## 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%**.

Campaigns													Custom Jun 1 - Sep 14, 2020	
													Compared: Feb 16 - May 31, 2020	
Campaign status: All enabled													Add filter	
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 (%)		
Twin City Towing	32.00	11.00	21.00	+190.91%	CAS50.78	CAS148.98	-CAS98.20	-65.92%	6.67%	2.17%	4.49%	+206.67%		
Total: All enable...	32.00	11.00	21.00	+190.91%	CAS50.78	CAS148.98	-CAS98.20	-65.92%	6.67%	2.17%	4.49%	+206.67%		
Total: Acc...	32.00	11.00	21.00	+190.91%	CAS50.78	CAS148.98	-CAS98.20	-65.92%	6.67%	2.17%	4.49%	+206.67%		

## 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%**.

The screenshot shows a Google Ads 'Campaigns' report for the period 'Jun 1 - Jul 31, 2020', compared to 'Apr 1 - May 31, 2020'. The table lists two campaigns: 'The Truck Toppers' and 'The Truck Toppers Garage Sale - Wed, Thurs, Frid'. The 'The Truck Toppers' campaign shows a significant increase in conversions (+466.67%) and a decrease in cost per conversion (-22.88%) compared to the previous period. The 'Garage Sale' campaign shows no change in any metrics.

Campaign	Conversions				Cost / conv.				Conv. rate			
	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)
The Truck Toppers	34.00	6.00	28.00	+466.67%	CA\$19.90	CA\$25.81	-CA\$5.90	-22.88%	7.78%	3.09%	4.69%	+151.56%
The Truck Toppers Garage Sale - Wed, Thurs, Frid	0.00	0.00	0.00	0.00%	CA\$0.00	CA\$0.00	CA\$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
Total: All ...	34.00	6.00	28.00	+466.67%	CA\$19.90	CA\$25.81	-CA\$5.90	-22.88%	7.78%	3.09%	4.69%	+151.56%
Total: Acc...	34.00	6.00	28.00	+466.67%	CA\$19.90	CA\$25.81	-CA\$5.90	-22.88%	7.78%	3.09%	4.69%	+151.56%

## Lancaster Heating and Cooling (Heating and Cooling Products)

**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%**.

Campaigns Custom Apr 1 – Jun 30, 2020 Compared: Jan 1 – Mar 31, 2020

Campaign status: All but removed ADD FILTER

Campaign	Conversions				Cost / conv.				Conv. rate			
	4/1/2020–6/30/2020	1/1/2020–3/31/2020	Change	Change (%)	4/1/2020–6/30/2020	1/1/2020–3/31/2020	Change	Change (%)	4/1/2020–6/30/2020	1/1/2020–3/31/2020	Change	Change (%)
Lancaster Heating & Cooling - Products	8.50	1.00	7.50	+750.00%	CA\$89.57	CA\$926.29	-CA\$836.72	-90.33%	4.59%	0.69%	3.90%	+561.62%
Lancaster Heating & Cooling - Services	7.00	0.00	7.00	++	CA\$85.95	CA\$0.00	CA\$85.95	++	8.54%	0.00%	8.54%	++
Total: All ...	15.50	1.00	14.50	+1,450.00%	CA\$87.94	CA\$1,694...	-CA\$1,60...	-94.81%	5.81%	0.57%	5.24%	+921.72%
Total: Acc...	15.50	1.00	14.50	+1,450.00%	CA\$87.94	CA\$1,694...	-CA\$1,60...	-94.81%	5.81%	0.57%	5.24%	+921.72%

## 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%**.

Campaigns Custom Jun 1 – Jul 31, 2020 Compared: Apr 1 – May 31, 2020

Campaign status: All but removed ADD FILTER

Campaign	Conversions				Cost / conv.				Conv. rate			
	6/1/2020–7/31/2020	4/1/2020–5/31/2020	Change	Change (%)	6/1/2020–7/31/2020	4/1/2020–5/31/2020	Change	Change (%)	6/1/2020–7/31/2020	4/1/2020–5/31/2020	Change	Change (%)
Display Campaign	0.00	0.00	0.00	0.00%	CA\$0.00	CA\$0.00	CA\$0.00	0.00%	0.00%	0.00%	0.00%	0.00%
Cotton Inc	29.00	17.00	12.00	+70.59%	CA\$40.67	CA\$62.97	-CA\$22.30	-35.41%	3.06%	1.73%	1.33%	+76.89%
Total: All ...	29.00	17.00	12.00	+70.59%	CA\$58.05	CA\$93.00	-CA\$34.94	-37.57%	0.65%	0.33%	0.32%	+94.70%
Total: Acc...	29.00	17.00	12.00	+70.59%	CA\$58.05	CA\$93.00	-CA\$34.94	-37.57%	0.65%	0.33%	0.32%	+94.70%

## 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%**.

The screenshot shows a Google Ads Campaigns report for 'The Boat Warehouse' comparing performance from 6/1/2020-7/31/2020 to 4/1/2020-5/31/2020. The report is filtered for 'All but removed' campaigns. The table below highlights the key metrics for the campaign, showing a significant increase in conversions and a decrease in cost per conversion.

Campaign	Conversions				Cost / conv.				Conv. rate			
	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)
The Boat Warehouse	33.00	8.00	25.00	+312.50%	CA\$33.97	CA\$78.75	-CA\$44.78	-56.87%	0.90%	0.71%	0.19%	+26.66%
Total: All ...	33.00	8.00	25.00	+312.50%	CA\$33.97	CA\$78.75	-CA\$44.78	-56.87%	0.90%	0.71%	0.19%	+26.66%
Total: Acc...	33.00	8.00	25.00	+312.50%	CA\$33.97	CA\$78.75	-CA\$44.78	-56.87%	0.90%	0.71%	0.19%	+26.66%

## 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%**.

The screenshot shows a Google Ads Campaigns report for 'Mountain Vacuum' comparing performance from 6/1/2020-7/31/2020 to 4/1/2020-5/31/2020. The report is filtered for 'All but removed' campaigns. The table below highlights the key metrics for the campaign, showing an increase in conversions and a decrease in cost per conversion.

Campaign	Conversions				Cost / conv.				Conv. rate			
	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)	6/1/2020-7/31/2020	4/1/2020-5/31/2020	Change	Change (%)
Mountain Vacuum	30.50	16.50	14.00	+84.85%	CA\$20.23	CA\$37.40	-CA\$17.17	-45.91%	3.57%	1.89%	1.68%	+88.96%
Total: All ...	30.50	16.50	14.00	+84.85%	CA\$20.23	CA\$37.40	-CA\$17.17	-45.91%	3.57%	1.89%	1.68%	+88.96%
Total: Acc...	30.50	16.50	14.00	+84.85%	CA\$20.23	CA\$37.40	-CA\$17.17	-45.91%	3.57%	1.89%	1.68%	+88.96%

## 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%**.

Campaign	Conversions ><				Cost / conv. ><				Conv. rate ><			
	7/1/2020-9/14/2020	4/16/2020-6/30/2020	Change	Change (%)	7/1/2020-9/14/2020	4/16/2020-6/30/2020	Change	Change (%)	7/1/2020-9/14/2020	4/16/2020-6/30/2020	Change	Change (%)
Austin Trophies	16.00	6.00	10.00	+166.67%	CAS27.29	CAS81.61	-CAS54.31	-66.55%	7.69%	2.75%	4.94%	+179.49%
Total: All ...	16.00	6.00	10.00	+166.67%	CAS27.29	CAS81.61	-CAS54.31	-66.55%	7.69%	2.75%	4.94%	+179.49%
Total: Acc...	16.00	6.00	10.00	+166.67%	CAS27.29	CAS81.61	-CAS54.31	-66.55%	7.69%	2.75%	4.94%	+179.49%

## 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%**.

Campaigns		Custom Jul 1 – Sep 14, 2020											
		Compared: Apr 16 – Jun 30, 2020											
Campaign status: All but removed		ADD FILTER											
Campaign	Conversions ><				Cost / conv. ><				Conv. rate ><				
	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)	
<input type="checkbox"/> Kirsch Electric	14.00	4.00	10.00	+250.00%	CAS98.81	CAS345.41	-CAS246.61	-71.39%	2.06%	0.68%	1.38%	+202.06%	
Total: All ...	14.00	4.00	10.00	+250.00%	CAS98.81	CAS345.41	-CAS246.61	-71.39%	2.06%	0.68%	1.38%	+202.06%	
Total: Acc...	14.00	4.00	10.00	+250.00%	CAS98.81	CAS345.41	-CAS246.61	-71.39%	2.06%	0.68%	1.38%	+202.06%	

## 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%**.

Campaigns		Custom Aug 1 – Sep 14, 2020											
		Compared: Jun 17 – Jul 31, 2020											
Campaign status: All but removed		ADD FILTER											
Campaign	Conversions ><				Cost / conv. ><				Conv. rate ><				
	8/1/2020–9/14/2020	6/17/2020–7/31/2020	Change	Change (%)	8/1/2020–9/14/2020	6/17/2020–7/31/2020	Change	Change (%)	8/1/2020–9/14/2020	6/17/2020–7/31/2020	Change	Change (%)	
<input type="checkbox"/> Call Only	10.00	4.00	6.00	+150.00%	CAS8.00	CAS28.24	-CAS20.24	-71.67%	22.22%	8.51%	13.71%	+161.11%	
<input type="checkbox"/> Search Ads	0.00	0.00	0.00	0.00%	CAS0.00	CAS0.00	-CAS0.00	0.00%	0.00%	0.00%	0.00%	0.00%	
Total: All ...	10.00	4.00	6.00	+150.00%	CAS0.13	CAS81.50	-CAS51.37	-63.03%	5.38%	2.53%	2.84%	+112.37%	

## 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%**.

Campaign	Conversions ><				Cost / conv. ><				Conv. rate ><			
	7/1/2020-6/30/2020	4/16/2020-6/30/2020	Change	Change (%)	7/1/2020-6/30/2020	4/16/2020-6/30/2020	Change	Change (%)	7/1/2020-6/30/2020	4/16/2020-6/30/2020	Change	Change (%)
Caswell's Fine Menswear	12.00	6.00	6.00	+100.00%	CAS\$43.70	CAS\$91.38	-CAS\$47.68	-52.18%	1.50%	1.09%	0.41%	+38.17%
Total: All ...	12.00	6.00	6.00	+100.00%	CAS\$43.70	CAS\$91.38	-CAS\$47.68	-52.18%	1.50%	1.09%	0.41%	+38.17%
Total: Acc...	12.00	6.00	6.00	+100.00%	CAS\$43.70	CAS\$91.38	-CAS\$47.68	-52.18%	1.50%	1.09%	0.41%	+38.17%

## 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%**.



Campaigns Custom Jul 1 – Sep 14, 2020  
Compared: Apr 16 – Jun 30, 2020

Campaign status: All but removed ADD FILTER

Campaign	Conversions				Cost / conv.				Conv. rate			
	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)
Dr Petra Cantrup	10.00	1.00	9.00	+900.00%	CA\$61.77	CA\$653.96	-CA\$592.19	-90.55%	2.52%	0.27%	2.25%	+844.58%
Total: All ...	10.00	1.00	9.00	+900.00%	CA\$61.77	CA\$653.96	-CA\$592.19	-90.55%	2.52%	0.27%	2.25%	+844.58%
Total: Acc...	10.00	1.00	9.00	+900.00%	CA\$61.77	CA\$653.96	-CA\$592.19	-90.55%	2.52%	0.27%	2.25%	+844.58%

## On the Move (Moving and Delivery)

**Company Name:** On the Move

**Company Website:** <https://www.onthemovelt.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%**.

Campaigns Custom Jul 1 – Sep 14, 2020  
Compared: Apr 16 – Jun 30, 2020

Campaign status: All but removed ADD FILTER

Campaign	Conversions				Cost / conv.				Conv. rate			
	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)	7/1/2020–9/14/2020	4/16/2020–6/30/2020	Change	Change (%)
Website Traffic	9.00	1.00	8.00	+800.00%	CA\$83.27	CA\$200.34	-CA\$117.07	-58.44%	3.26%	1.43%	1.83%	+128.26%
Total: All ...	9.00	1.00	8.00	+800.00%	CA\$83.27	CA\$200.34	-CA\$117.07	-58.44%	3.26%	1.43%	1.83%	+128.26%
Total: Acc...	9.00	1.00	8.00	+800.00%	CA\$83.27	CA\$200.34	-CA\$117.07	-58.44%	3.26%	1.43%	1.83%	+128.26%