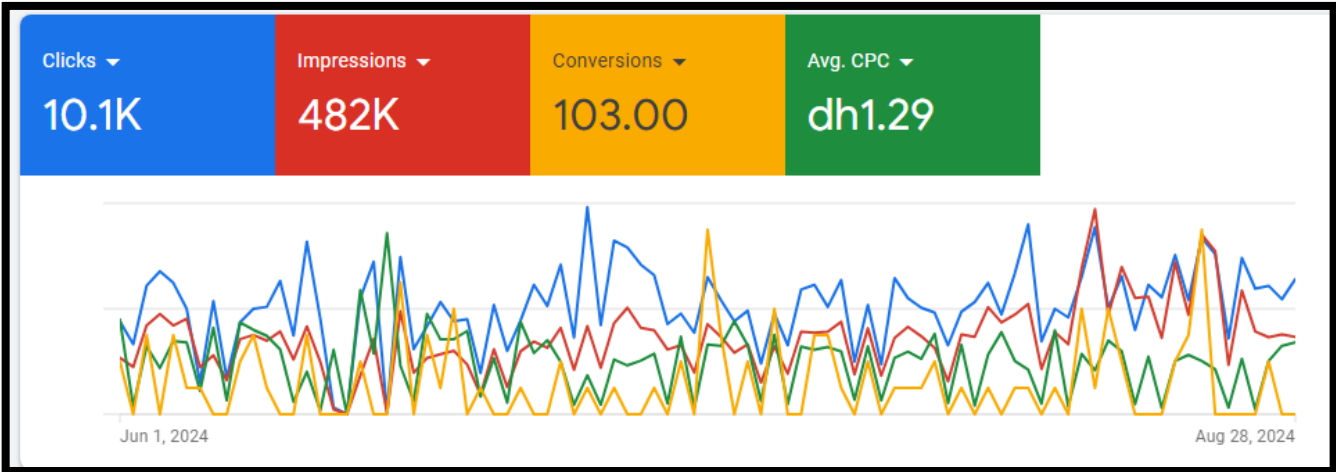


# Google Adwords PPC Campaign Case Studies

## 1. CAMPAIGN-MELRIYA.COM

Campaign Overview:



**Clicks/Interactions-** No. of people clicked on ad and come to our website.

Campaign	Clicks
VFD Repair - 22 Feb	3,786
Search Ads - 20 Jan 2023	2,718
GMB PLC - 13 Feb	2,850
Call Ads - 19 Jan	760

**Impressions**- No. of times our Ad is visible in Google when we search for related business keyword or query.





<input type="checkbox"/> ● Campaign ↓	Impr.
<input type="checkbox"/> ●  VFD Repair - 22 Feb	194,195
<input type="checkbox"/> ●  Search Ads - 20 Jan 2023	36,594
<input type="checkbox"/> ●  GMB PLC - 13 Feb	120,356
<input type="checkbox"/> ●  Call Ads - 19 Jan	130,917
Total: All enabled campaigns in your curr...	
	482,062

**Conversions**-Conversion is the goal that we setup to record people filling up the form, purchasing any product, adding to cart & done with the payment.

Purchase <u>Account-default goal</u> 5 of 6 campaigns					
<input type="checkbox"/>	Conversion action	Conversion source	All conv.	All conv. value	Status
<input type="checkbox"/>	Purchase <a href="https://www.melriya.com/thank-you">https://www.melriya.com/thank-you</a>	Website	75.00	275.47	Active

Submit lead form <u>Account-default goal</u> 5 of 6 campaigns <span>Edit</span>						
<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status
<input type="checkbox"/>	Submit lead form	Primary	Website	14.00	14.00	Active

**Avg.CPC**-This is cost per click. An average amount that we pay for one click.

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign ↓	Avg. cost
<input type="checkbox"/>	<input checked="" type="radio"/>	 VFD Repair - 22 Feb	AED0.22
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search Ads - 20 Jan 2023	AED3.02
<input type="checkbox"/>	<input checked="" type="radio"/>	 GMB PLC - 13 Feb	AED0.30
<input type="checkbox"/>	<input checked="" type="radio"/>	 Call Ads - 19 Jan	AED4.09

CTR=Clicks/Impressions is CTR Percentage.

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign ↓	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	 VFD Repair - 22 Feb	1.95%
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search Ads - 20 Jan 2023	7.43%
<input type="checkbox"/>	<input checked="" type="radio"/>	 GMB PLC - 13 Feb	2.37%
<input type="checkbox"/>	<input checked="" type="radio"/>	 Call Ads - 19 Jan	0.58%

### Here's ad Detailed PPC Analysis Report where we'll learn about how PPC works?

**Campaign-** First thing is creating a campaign. We give the name to the campaign that best describe our business niche. Below is the reference screen-shot of one of our existing PPC account. Here we can see 4 campaigns are running

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign ↓	Impr.	Avg. cost	Cost	Clicks	CTR	P
<input type="checkbox"/>	<input checked="" type="radio"/>	VFD Repair - 22 Feb	194,195	AED0.22	AED821.35	3,786	1.95%	
<input type="checkbox"/>	<input checked="" type="radio"/>	Search Ads - 20 Jan 2023	36,594	AED3.02	AED8,215.82	2,718	7.43%	
<input type="checkbox"/>	<input checked="" type="radio"/>	GMB PLC - 13 Feb	120,356	AED0.30	AED868.67	2,850	2.37%	
<input type="checkbox"/>	<input checked="" type="radio"/>	Call Ads - 19 Jan	130,917	AED4.09	AED3,106.68	760	0.58%	
Total: All enabled campaigns in your curr... ?			482,062	AED1.29	AED13,012....	10,114	2.10%	

**Ad Groups**-Under campaign, there are multiple ad groups based on different sort of services. These ad-groups comprises group of keywords. Keywords are user queries through which a person searches into the search engine.

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Campaign	Status
<input type="checkbox"/>	<input checked="" type="radio"/>	PCB Repair	Search Ads - 20 Jan 2023	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	PCB Repair	Call Ads - 19 Jan	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	PLC Repair	Search Ads - 20 Jan 2023	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	VFD Repair	Search Ads - 20 Jan 2023	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	IGBT SUPPLY	Search Ads - 20 Jan 2023	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Monitor Repair	Call Ads - 19 Jan	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Power Supply Repair	Search Ads - 20 Jan 2023	Eligible

**Keywords**-Under keywords, there're a few business related search queries that are listed on. It best describes the business. Every business have different keywords that we do research through different tools, competitor business URLs etc.



<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Impr.	↓ Interac'	l
		Total: Keywords in your curr... <span>?</span>	167,511	3,478 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	diesel injection pump repair	12,715	95 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	vfd repair	1,599	83 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	inverter repairs	11,568	79 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	"pcb board"	1,007	77 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	automation companies in dubai	5,472	58 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	printed circuit board repair	469	54 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	chiller repair near me	6,178	50 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	pcb manufacturing	5,555	49 clicks	
<input type="checkbox"/>	<input checked="" type="radio"/>	vfd repair	10,780	48 clicke	

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Impr.	↓ Interac'	Interaction rate
<input type="checkbox"/>	<input checked="" type="radio"/>	fire protection companies near me	5,680	467 clicks	8.22%
<input type="checkbox"/>	<input checked="" type="radio"/>	Fire and safety equipment	4,018	465 clicks	11.57%
<input type="checkbox"/>	<input checked="" type="radio"/>	Fire Panel	5,497	289 clicks	5.26%
<input type="checkbox"/>	<input checked="" type="radio"/>	fire safety system	3,411	223 clicks	6.54%
<input type="checkbox"/>	<input checked="" type="radio"/>	Forklift repair near me	1,085	158 clicks	14.56%
<input type="checkbox"/>	<input checked="" type="radio"/>	fire alarm companies near me	1,948	143 clicks	7.34%
<input type="checkbox"/>	<input checked="" type="radio"/>	medical equipment repair	1,021	136 clicks	13.32%
<input type="checkbox"/>	<input checked="" type="radio"/>	chiller repair	23,505	95 clicks	0.40%

**Ad Schedule/Device Bid Adjustment-** In Google Ads, we do have an option to run ads at particular time/day as per business hours to avoid extra spending. Also if we are getting good response from any particular device just like Mobile/Computer/Tablets then we can increase CPC rate on that particular device too to be on the top in the search engine.

<input type="checkbox"/> Day & time	Campa	Bid adj.	Impr.	↓ Interacti	Interaction rate	Avg. cost	Cost
<input type="checkbox"/> Saturdays, 7:00 AM - 9:00 PM	<a href="#">Search Ads - 20 Jan 2023</a>	—	8,002	636 clicks	7.95%	AED2.68	AED1,704.71
<input type="checkbox"/> Wednesdays, 7:00 AM - 9:00 PM	<a href="#">Search Ads - 20 Jan 2023</a>	—	7,497	558 clicks	7.44%	AED3.18	AED1,776.00
<input type="checkbox"/> Mondays, 7:00 AM - 9:00 PM	<a href="#">Search Ads - 20 Jan 2023</a>	—	7,141	532 clicks	7.45%	AED2.99	AED1,591.97
<input type="checkbox"/> Thursdays, 7:00 AM - 9:00 PM	<a href="#">Search Ads - 20 Jan 2023</a>	—	7,528	532 clicks	7.07%	AED2.98	AED1,584.62
<input type="checkbox"/> Tuesdays, 7:00 AM - 9:00 PM	<a href="#">Search Ads - 20 Jan 2023</a>	—	6,426	460 clicks	7.16%	AED3.39	AED1,558.52
<input type="checkbox"/> Wednesdays, 7:00 AM - 9:00 PM	<a href="#">Call Ads - 19 Jan</a>	—	27,521	182 clicks	0.66%	AED3.94	AED716.82
<input type="checkbox"/> Mondays, 7:00 AM - 9:00 PM	<a href="#">Call Ads - 19 Jan</a>	—	26,001	157 clicks	0.60%	AED4.39	AED689.87
<input type="checkbox"/> Tuesdays, 7:00 AM - 9:00 PM	<a href="#">Call Ads - 19 Jan</a>	—	27,542	148 clicks	0.54%	AED3.61	AED534.58
<input type="checkbox"/> Thursdays, 7:00 AM - 9:00 PM	<a href="#">Call Ads - 19 Jan</a>	—	24,583	147 clicks	0.60%	AED3.88	AED570.07

**Conversions/Phone Calls-** Based on the business goals, we run the campaign like smart, search, shopping, display campaign. To analyze the PPC benefits, we record people coming to the landing page, filling up the form and calling on our number. We've privilege in Google Ads to track the conversions & phone calls. You can see here the conversions we recorded in last 3 months.

<input type="checkbox"/> ● Campaign ↓	CTR	Phone calls	Bid strategy type	Conv. rate	Conversion!
<input type="checkbox"/> ●  Search Ads - 20 Jan 2023	7.43%	0	Target impression share	3.64%	99.00
<input type="checkbox"/> ●  GMB PLC - 13 Feb	2.37%	0	Maximize clicks	0.14%	4.00

**Ad copies-** Ad copies are textual information about the business that shows in the top of Google Search engine when some body searches related to that business. Refer screen-shot.


<input type="checkbox"/> ●	<p>PCB Board Repair Service Dubai   Circuit Board Repair in Dubai   Get 10% Discount &amp; Free...  <a href="http://www.melriya.com/pcb-repair">www.melriya.com/pcb-repair</a>            Get Quality PCB Repair Service at Home with Best Price. Call Now. Get 10% Discount. High...  <a href="#">View assets details</a></p>	Search Ads - 20 Jan 2023	PCB Repair
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<input type="checkbox"/> ●	<p>IGBT Repair in Dubai   IGBT Supply in Dubai   Electronics Repair Shop UAE +12 more  <a href="http://www.melriya.com/igbt-repair">www.melriya.com/igbt-repair</a>            Get Best Quality IGBT Board Repair in Dubai. Fast and Easy Service Repair. Call Now. We...  <a href="#">View assets details</a></p>	Search Ads - 20 Jan 2023	IGBT SUPPLY
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<input type="checkbox"/> ●	<p>HMI Repair in Dubai   HMI Display Repair in Dubai   Display Repair Services In UAE +9...  <a href="http://www.melriya.com/hmi-display/repair">www.melriya.com/hmi-display/repair</a>            Get Best Quality HMI, Monitor and Display Repair Services In UAE. Call Now &amp; Get 10%...  <a href="#">View assets details</a></p>	Search Ads - 20 Jan 2023	HMI Display
<input type="checkbox"/> ●	<p>Forklift Controller Repair   Crane Computer Repair Near Me   Crane Power Supply +10...  <a href="http://www.melriya.com">www.melriya.com</a>            Contact Us Today to Get Best Quality Electronic Repair Services in Dubai UAE. Get...  <a href="#">View assets details</a></p>	Search Ads - 20 Jan 2023	CRANE Repair



<input type="checkbox"/>	<input checked="" type="radio"/>	<p><a href="tel:505958093">Call 505958093</a>  Melriya · Chiller Repair Service Dubai. Chiller...  <a href="http://melriya.com/chiller-repair/dubai">melriya.com/chiller-repair/dubai</a>  Get Chiller Repair &amp; Maintenance Service in Dubai. Fast and Easy Service Repair. Get 10% Off &amp; Free Quote. Minimize Failure Cost. Flexible Warranty Option. Call Now.</p>	Call Ads - 19 Jan	Chiller Repair
<input type="checkbox"/>	<input checked="" type="radio"/>	<p><a href="tel:505958093">Call 505958093</a>  Melriya · Diesel Pump Repair in Dubai. Diesel...  <a href="http://www.melriya.com/diesel-pump/repair">www.melriya.com/diesel-pump/repair</a>  We are Leading &amp; Trusted Company Specialized in Diesel Pump Repair in Dubai. Get 10% Off &amp; Free Quote. Minimize the Failure Cost. Flexible Warranty Options. Call Now.</p>	Call Ads - 19 Jan	Diesel Pump Repair

<input type="checkbox"/>	<input checked="" type="radio"/>	<p><a href="#">Best PLC Repair in Middle East   PLC Repair UAE   PLC Repair Experts</a> +12 more  <a href="http://www.melriya.com/plc-repair/dubai">www.melriya.com/plc-repair/dubai</a>  Authorized Repair Service of All Industrial Electronics - VFD PLC HMI PCB CNC...  <a href="#">View assets details</a></p>	 Search Ads - 20 Jan 2023	PLC Repair
<input type="checkbox"/>	<input checked="" type="radio"/>	<p><a href="#">Best Industrial Repair in UAE   Best IGBT Repair in Dubai   Top Automation Repair...</a>  <a href="http://melriya.com/igbt-repair/dubai-uae">melriya.com/igbt-repair/dubai-uae</a>  Get Best Quality IGBT Repair Service in Dubai, UAE. Fast and Easy Service Repair. Get the...  <a href="#">View assets details</a></p>	Search Ads - 20 Jan 2023	IGBT Repair

**Extensions-** We do have options of adding the extra information below text ads just like our business address, phone number, on-going offer to engage customers, prices, images to showcase gallery, link to other landing pages etc. This all is known as Call extensions, Callout extension, Images Extensions, Sitelink Extensions, lead form extensions, location extensions etc.

<input type="checkbox"/>	<input checked="" type="radio"/>	Asset	Level	Status	Source	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
Search Ads - 20 Jan 2023										
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Profile  Check out Our Profile  Get All Details from Our Profile</p>	Campaign	Eligible	Advertiser	702	15,066	4.66%	AED4.29	AED3,009.54
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Servo Drive Repair</p>	Campaign	Eligible	Advertiser	579	14,931	3.88%	AED4.13	AED2,393.96
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Enquiry  Fill Your Contact Details  Our Team Call You Shortly</p>	Campaign	Eligible	Advertiser	620	12,299	5.04%	AED4.36	AED2,705.75

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**Thank You !**