



mancusomedia

CHOOSING IMPORTANT PPC METRICS TO TRACK

A CASE STUDY OF A MANCUSO MEDIA CLIENT



Quality of leads may be one of the biggest influences on customer lifetime value



We optimize campaigns to drive conversions of highest value customers

IN A HIGHLY COMPETITIVE LUXURY RETAIL MARKET...



Increased client's PPC conversion rate from 2% to 4.5% YoY



Lowered Cost per Conversion by 45% YoY



Spend increased 8.8% YoY while conversions increased 103.3% YoY

GREAT! BUT NOT MOST IMPORTANT TO OUR CLIENT...



Most important = value of each conversion



We focused on optimizing for highest value per conversion

RESULTS

MOST VALUABLE CUSTOMER DEMOS

600%



Our optimizations yielded a 600% increase in conversions with strategic layering of client's most valuable customer audience targeting



Our high-performance campaigns resulted in more conversions, a lower cost per conversion, and most importantly - significantly more lifetime customer value



Female Shoppers
Age 45-64



Top 10% Household
Income (HHI)



Male Shoppers Age
55-64 + Top 10% HHI

READY TO TAKE YOUR PPC ADVERTISING TO THE NEXT LEVEL?

CONTACT MANCUSO MEDIA TODAY TO START DRIVING CONVERSIONS AND GENERATING REVENUE QUICKLY!

VISIT MANCUSOMEDIA.COM
OR CALL (760) 632-8211
FOR A FREE MARKETING CONSULTATION