

## Overview

### Campaign Focus

Accounting Provider

### Campaign Length

12 Months

### Objectives

Increase web traffic, phone calls, and form submissions from prospective customers seeking various accounting services.

### Products Utilized

- Google Power Solution

## Results

**30%**

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Reduced Cost Per Conversion

**200%**

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Traffic Increase

**40%**

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Increase in Inquiries

## Strategies & Solutions

- We recommended a Power Solution campaign with ad groups set up based on the type of accounting service (For Example, Personal Income Tax Services, Business Bookkeeping Services).
- The campaign was renewed multiple times due to the client's satisfaction with the results.