

Overview

Campaign Focus

Lead Generation/New Consultation

Campaign Length

6 Months

Objectives

Increase web traffic, phone calls, and form submissions interested in a consultation for financial services.

Products Utilized

- PPC - Google Paid Search
- Display

Results

Calls

14

Leads

4

Appointments

4

Impressions

111,142

Clicks

1,437

Strategies & Solutions

- We recommended a paid search & display campaign with ad groups focused on 50+ retirement services. (For Example: 401K retirement, retirement planning, wealth management, ira investments, estate planning, etc)
- Our ad operations team spent time uncovering website actions that were valuable to the client and created additional conversions for campaign tracking.