

Google Ads for Golf Club Rentals

I successfully increased lead volume for this client by identifying highly relevant keywords, optimizing for lower CPC, and delivering quality conversions.



										Search	Segment	Columns	Reports
Campaign	Ratio	Avg. cost	Cost	Com. (Platform comparable)	Cost/Com. (Platform comparable)	Com. value/Cos. (platform comparable)	Bid strategy type	Clicks	Conv. rate	Conv. value	Conv.		
	35%	US\$0.54	US\$1...	—	—	0.00	Maximise conversion (Target CPA)	298,9...	2.47%	80,150.06			
	30%	US\$0.64	US\$2...	—	—	0.00	Maximise conversion (Target CPA)	46,077	6.02%	85,225.95			
	38%	US\$1.12	US\$5...	—	—	0.00	Maximise conversion (Target CPA)	494	4.66%	650.00			
	14%	US\$0.43	US\$1...	—	—	0.00	Maximise conversion (Target CPA)	366	7.10%	700.00			
Total: All enabled ca... ?	30%	US\$0.56	US\$1...	0.00	—	0.00		345,9...	2.95%	166,726.02			