

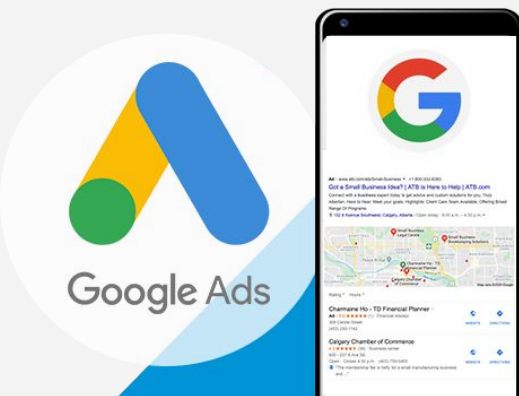


AUTOMATED GOOGLE ADS CASE STUDY FOR SMALL BUSINESSES

No Set Up Fees

No Work

Compelling Results



INTRODUCTIONS

Ad impressions delivered to engaged searchers

901,701

ENGAGEMENTS

qualified visitors who clicked through on the ads

29,534

AVG CPC

cost for each click on average

\$1.26

Keywords

under management

106,320

Automated Google Ads by Shoptoit delivers **113% improved results** over industry average. We do all the work to ensure better results for your customers from Google Ads.



AUTOMATED GOOGLE ADS AVERAGES FOR SMALL BUSINESSES

AVERAGES FOR SMALL BUSINESSES USING OUR PLATFORM

INTRODUCTIONS Ad impressions delivered to engaged searchers	ENGAGEMENTS qualified visitors who clicked through on the ads	AVG COST Average ad spend in 60 day period	AVG CPC cost for each click on average
7,850	255	\$325	\$1.26

**AVERAGE # KEYWORDS
IN EACH CAMPAIGN**

950

Shoptoit does all the work. We automatically generate dynamic ads and extensive keyword lists for each of the products or services a business sells and report extensively on the results.

AUTOMATED GOOGLE ADS - AVERAGES FOR COMMON INDUSTRIES

AVERAGES BY INDUSTRY USING OUR PLATFORM



	INTRODUCTIONS Ad impressions delivered to engaged searchers	ENGAGEMENTS qualified visitors who clicked through on the ads	AVG COST Average ad spend in 60 day period	AVG CPC cost for each click on average
Financial Services	10,767	341	\$432	\$1.84
Real Estate	6,240	202	\$246	\$1.70
Home Services	8,548	272	\$347	\$1.82
Local Services	8,641	285	\$352	\$1.80
Health & Dental	8,752	297	\$400	\$1.87



SHOPTOIT PLATFORM vs INDUSTRY AVERAGES



CATEGORY	Shoptoit	Industry	Improvement
Overall Average	\$1.26	\$2.69	+113.4%
Financial Services	\$1.84	\$3.44	+86.7%
Real Estate	\$1.70	\$2.37	+39.3%
Home Services	\$1.82	\$6.40	+252%
Health & Dental	\$1.87	\$2.62	+39.7%

For smaller budgets every dollar counts. The Shoptoit automated platform is built to run effective, long-tail Google Ad campaigns for small businesses, with limited budgets, to deliver “**Improved Results**”.

We focus on long-tail, intention based keywords, omitting broad or negative keywords that can result in unqualified, costly traffic. Our bid management system spends budgets evenly over the month, and caps bids to ensure small businesses don't overspend on low-return expensive keywords.

The Result: 113% More Engaged Qualified Visitors for the same budget.