

# Promotion of Finance Project

We have been working with a client for more than 2 years, during which time **more than 350,000 dollars** were spent on Google Ads.

Basic goals:

- CPL registration should not be higher than \$10
- CPL per client with a deposit of no more than \$60
- CPI not higher - 0,4

Problem-based:

- The specifics of the project related to financial speculation
- EU main traffic (road traffic)

**REVENUE = \$287,772**

Received from the Google Ads advertising channel in the **3 months of promotion!**

**CPL (with deposit) = \$24.9**

Cost per lead

**LEAD (with deposit) = 844**

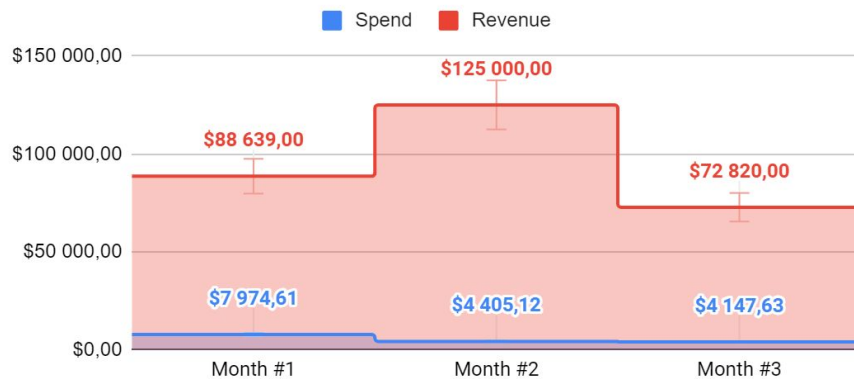
Average conversion from visitor to potential client **CR = 8.63%**

**ROI = 1,268.78%**

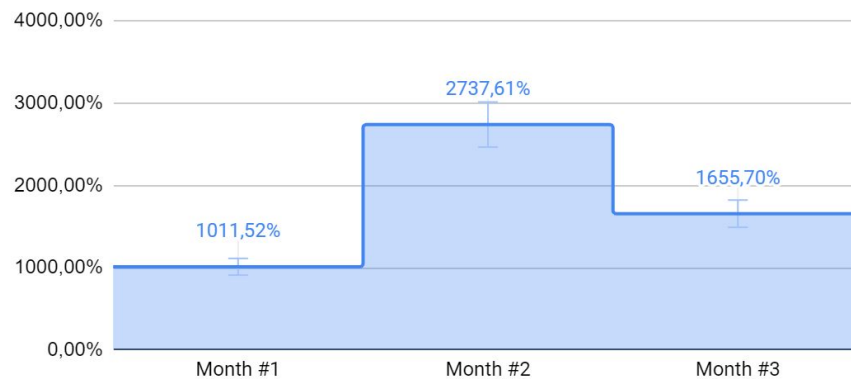
# Key performance metrics

period under consideration - 3 month performance

## Revenue & Spend



## ROMI



## Comments (1):

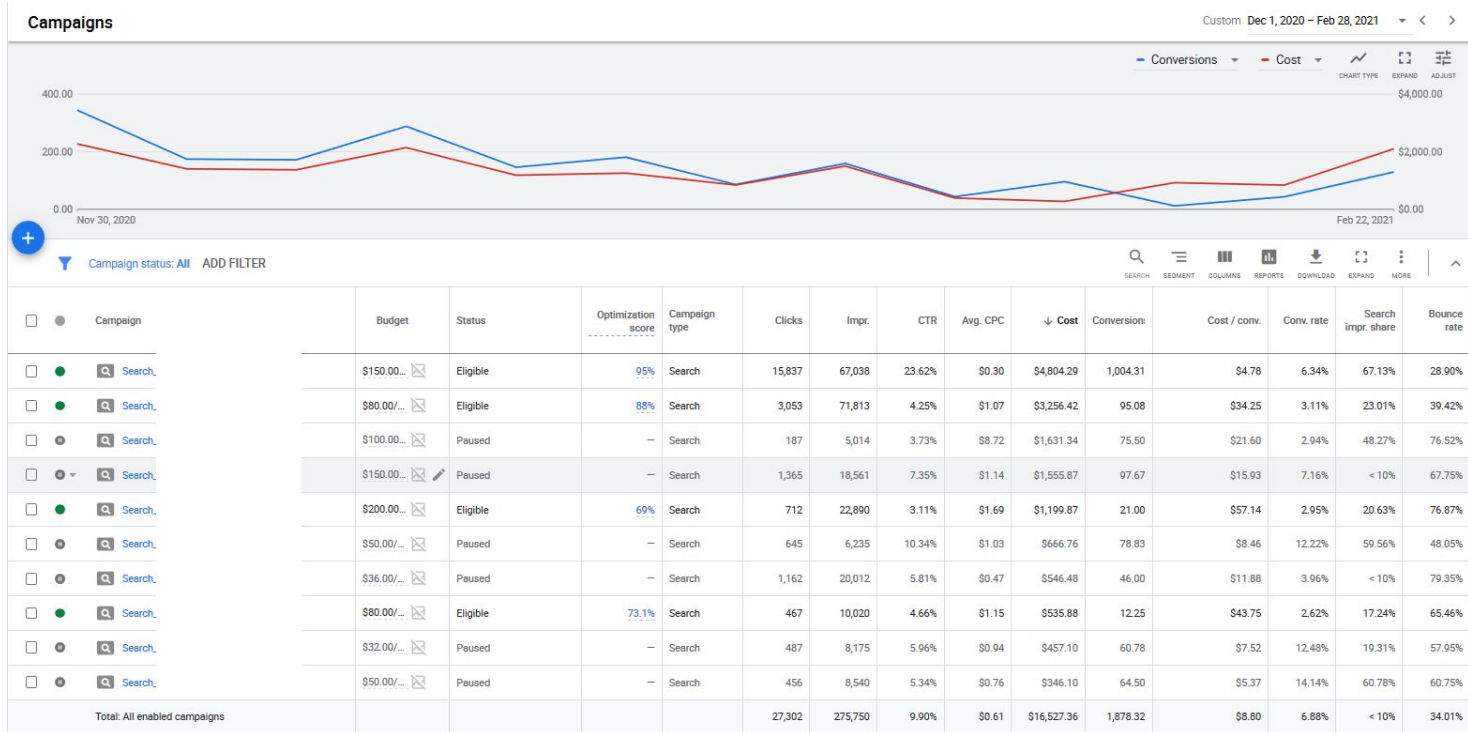
In this case, one should take into account the problems of promoting financial services in Google Ads, the results are as follows: the conversion of a visitor to leads was **CR1 = 12.7%**; from lead to potential client (who is the deposit) - **CR2 = 35.8%**

The average check per user was **\$340**.

# Key performance metrics

period under consideration - 3 month performance

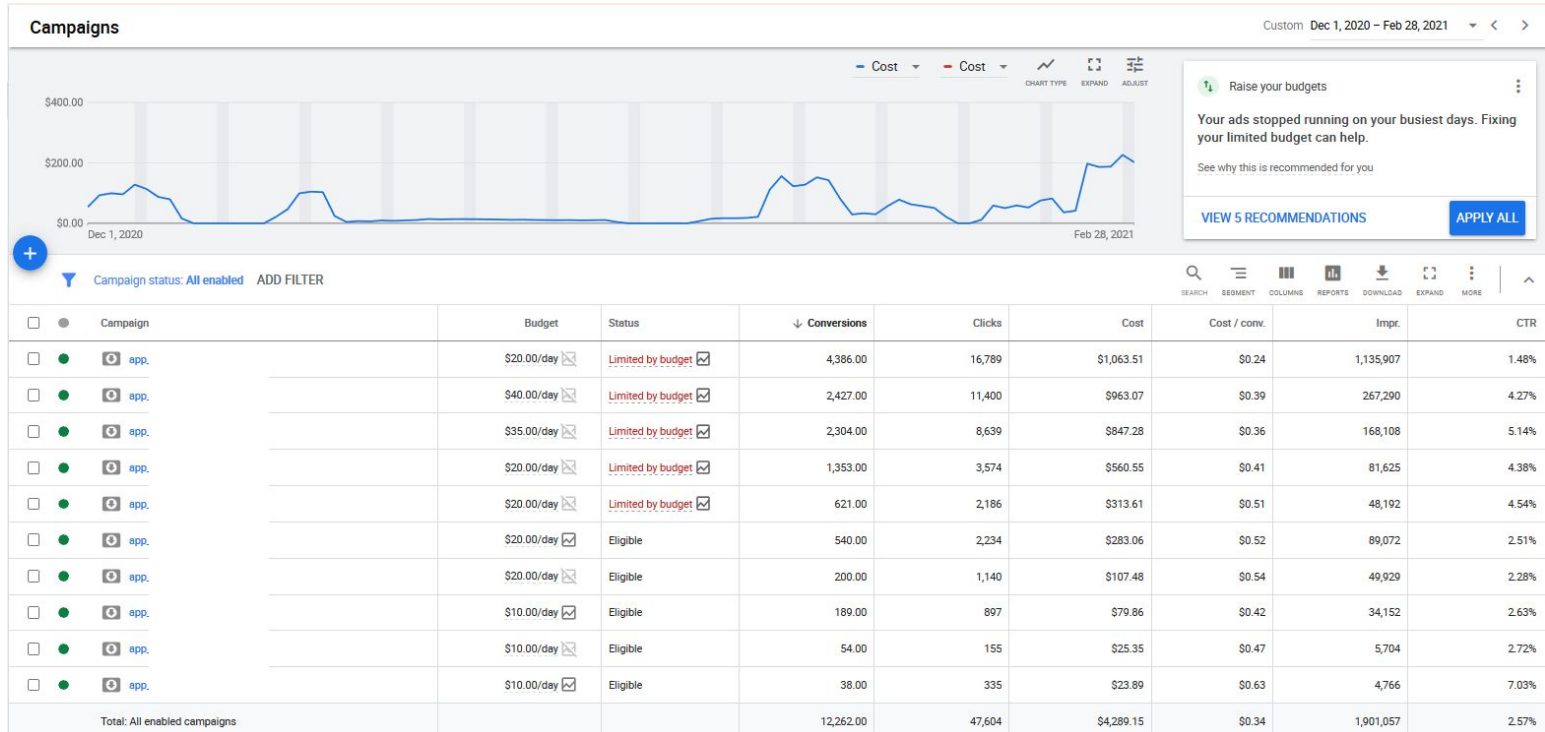
## Advertising account performance



# Key performance metrics

period under consideration - 3 month performance

## Application Promotion (APP)



# Key performance metrics

period under consideration - 3 month performance

dec 2020 .. feb 2021 📅 just adwords sort: Lead ↓

ga:campaign	Users	Cost	Lead (registration)	Lead (deposit)	Lead	Revenue	ROI	Revenue (Top
<b>All campaign</b>	30 053	\$25 358	2 358	844	1 638	\$375 588	1 481%	\$98 913 302
Search_	10 417	\$4 804	947	487	933	\$208 811	4 346%	\$98 632 257
(not se	11 489	\$0	762	251	492	\$87 816	0	\$98 534 288
Search_	1 957	\$3 256	101	63	105	\$27 398	841%	\$50 441
Search_	178	\$5,7	28	10	17	\$5 351	93 387%	\$5 798
Search_	206	\$221	25	0	4	\$0	0	\$0
Search_	354	\$235	20	0	1	\$0	0	\$0
Search_	300	\$281	17	0	0	\$0	0	\$0
Search_	145	\$49	14	3	5	\$902	1 834%	\$1 402
Search_	132	\$60	8	1	2	\$15	25%	\$19
Search_	602	\$1 200	7	2	3	\$109	9%	\$159
EN - He	105	\$0	5	2	10	\$5 102	0	\$5 147
Search_	101	\$1 631	5	0	0	\$0	0	\$0
Search_	38	\$12	5	0	0	\$0	0	\$0
Search_	90	\$1,3	5	4	9	\$13 099	1 млн%	\$14 306



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**Case is not finished** It continues to move towards the **exponential**  
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**Work with us** And your revenue will be **fortuned**  
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