

Promotion of News Project

A news site, the main goal is to bring subscribers who will regularly read and interact with the site, our main goal is to unite all users on the Internet and all news portals into a single mega aggregator.

Basic goals:

- CPL <= \$2,2

LEAD (subscribe) = **34,462**

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

CPL = \$ **1.59**

Cost per lead

CR = **1.3%**

Average conversion from visitor to potential client

Key performance metrics

period under consideration - 3 month performance

Month	Spend	Conversion (subscribe)	CR	CPL
Dec.	\$ 15,119.5	6,379	0.94 %	\$ 2.37
Jan.	\$ 24,587.6	15,993	1.18 % (↑25%)*	\$ 1.54 (↓54%)*
Feb.	\$ 15,183.1	12,090	1.94 % (↑64%)*	\$ 1.26 (↓22%)*
Mar.	\$ 345.76	625	9.61 % (↑150%)*	\$ 0.55 (↓129%)*

* growth of the indicator in comparison with the previous month

Comments (1):

The main goal of the project is to bring as many leads to the news portal as possible, while simultaneously reducing the cost of attracting them. A distinctive "boost" occurred at the end of February, it turned out to increase the conversion rate (CR) several times and halve the cost per lead (CPL).

Key performance metrics

period under consideration - 3 month performance

Advertising account performance

Overview

Custom Dec 1, 2020 – Feb 28, 2021

Campaign status: All, Ad group status: All ADD FILTER

+ NEW CAMPAIGN

DOWNLOAD FEEDBACK



Recommendations

74.2% Your optimization score

1 Raise your budgets +4.5%

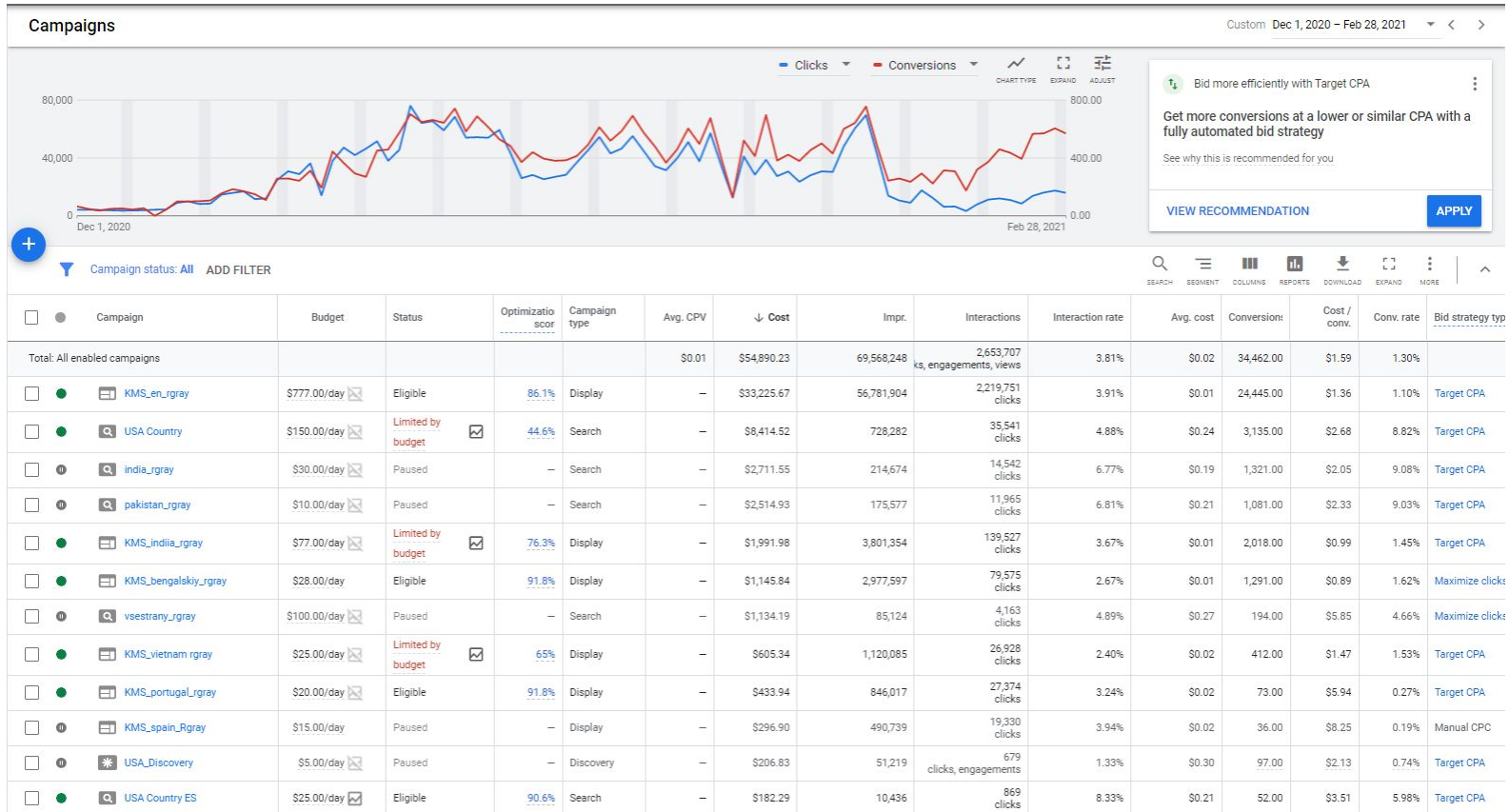
Your ads stopped running on your busiest days. Fixing your limited budget can help.

APPLY VIEW

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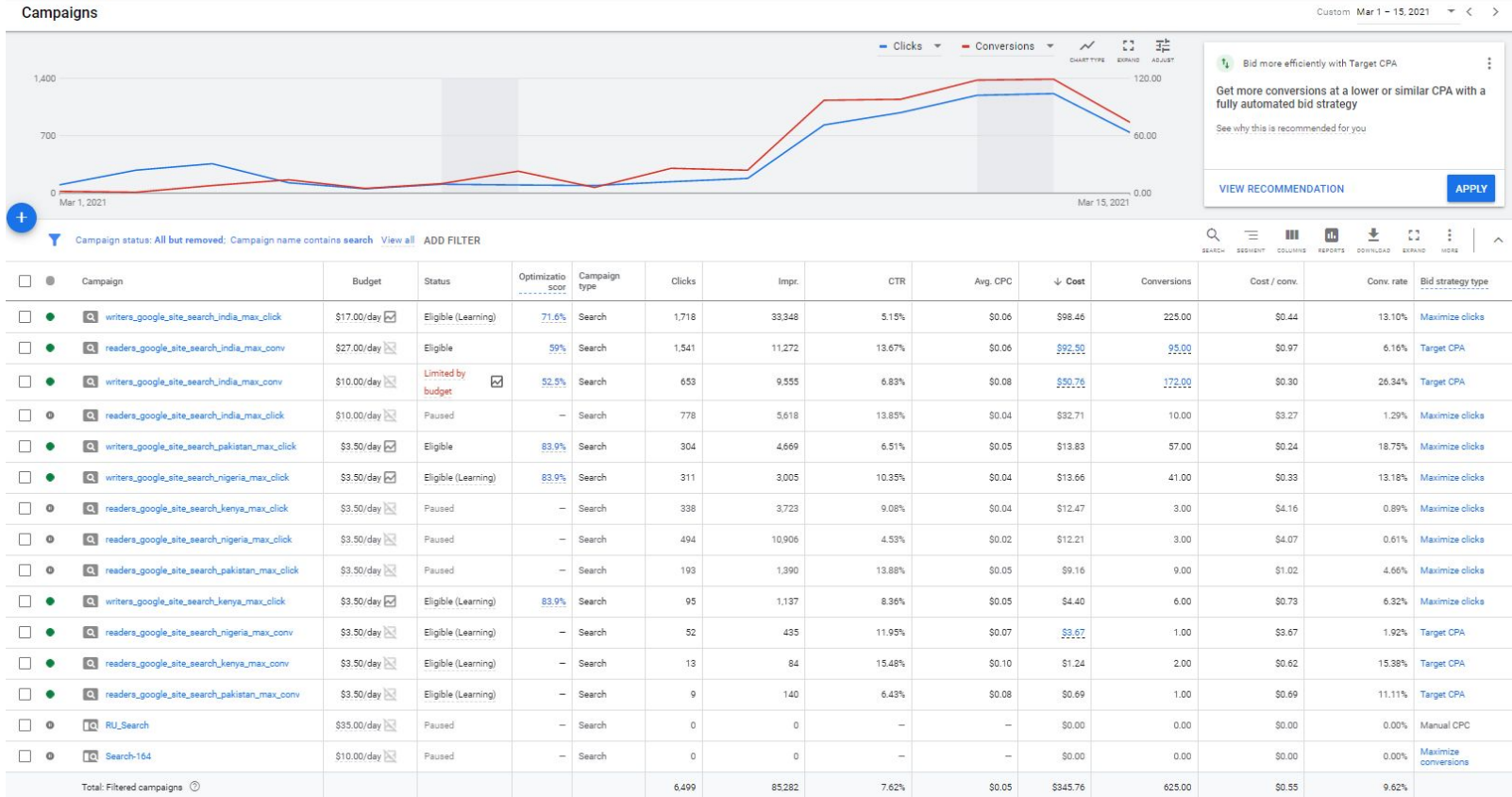
Key performance metrics

period under consideration - 3 month performance



Key performance metrics

period under consideration - last 2 weeks in case





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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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