

CASE STUDY

Online Advertising

Brand: Noels Ottawa

How our team achieved **1,582 Quality Leads** in 2022



Online Advertising Approach for **NOEL'S**

Boost Marketing began with an in-depth review of the current website to identify pros and cons of the current layout. Our team also examined the following areas: image selection, UI, page speed, creative text, and website security. We found that the current website was falling short in a vast majority of key categories, and with that information, we decided to produce a brand-new website that addressed all online short comings. After completing the website, we developed an advanced online and print marketing plan.

GOOGLE STRATEGY

New Campaigns & Targetting

Complete overhaul of previous work. We still used prior data to assist in building new highly targeted advertisements for specific services.

Applied Negative Keywords

After reviewing search terms on the account level, we were able to identify irrelevant search terms and eliminate them drastically, reducing cost-per-lead.

Extensive Competitor Research

Conducted competitor research using advanced tools. Over 90 competitors were researched and as a result average a 1 or 2 ad position on Google.

Campaign	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver	Cost / conv.	Conv. rate
[Redacted]	Search	4,131	70,911	5.83%	CAS1.22	[Redacted]	465.48	CAS10.80	11.27%
[Redacted]	Search	1,925	85,333	2.26%	CAS1.31	[Redacted]	383.44	CAS6.57	19.92%
[Redacted]	Search	1,002	13,625	7.35%	CAS1.87	[Redacted]	245.69	CAS7.63	24.52%
[Redacted]	Search	987	19,114	5.16%	CAS2.11	[Redacted]	80.65	CAS25.77	8.17%

Landing Page Solutions

Custom tailored landing pages were created to match each newly crafted marketing campaign. Boost Marketing carefully selected appropriate images, creative text, and coded a new user interface that was extremely easy to navigate.

Noel's Ottawa saw an uptick in all categories on Google Analytics, and in turn, received a ten times increase in lead generation for all services across the board, as well as a much lower cost per lead.

The website boasts a \$12.99 cost per lead average in an industry, which has a \$79.28 cost per lead average.

Google Ad Results Post Launch

Once initial set-up was complete, we began testing and adjusting the live ads. After the standard 90-day mark, Boost Marketing was able to deliver nearly 12 leads per day at the height of busy season for Noel's Ottawa. Results vary depending on industry, service types, and budget*

Relying on the Data

We rely heavily on Google Analytics and other data analysis tools to build web and advertising success. We take no action without referring to the data first and that is why all our clients have seen positive results. We will close with a few more key stats for Noel's Ottawa 2022.

2022 Ad Performance

1,582

Total Conversions



\$1.50 CPC

Aprx 300% lower than the industry average \$4.14.

793k

Impressions



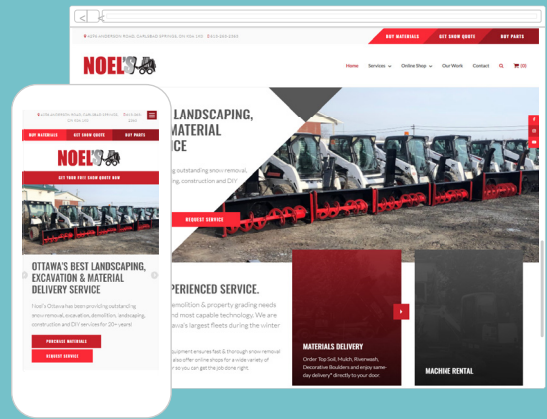
\$12.99 Cost/Conv

Aprx 600% lower than the industry average of \$79.28 Cost/Conv.

8.55%

Conversion Rate

Visit Website

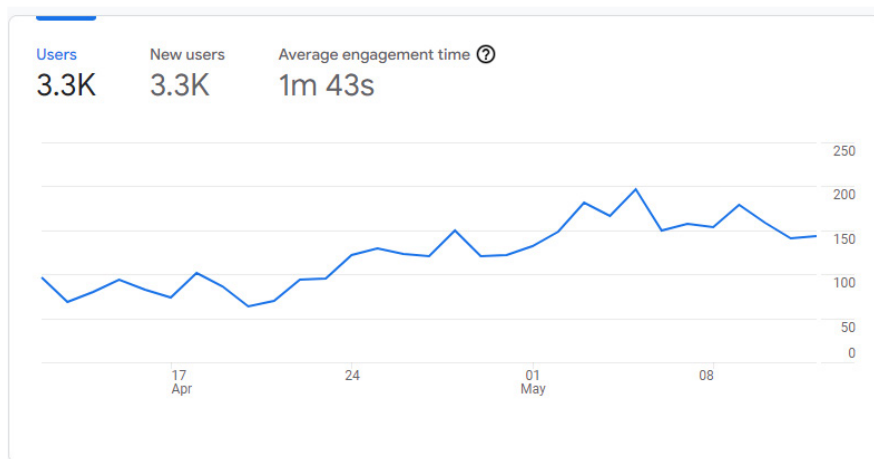


Google Analytics Monthly Snapshot

The website saw a very healthy flow of users based on marketing spend and live campaigns, drawing in 3.3k unique visitors from April 15th - May 15th 2022.

The Engagement time on the website was an outstanding 1m 43s. Meaning that unique visitor engaged on page for nearly 2m each after landing on the website.

Paid search proved to be very effective, accounting for 3k users per month on average, tripling direct search and organic search results.



Sessions	by
Session default channel gro...	
SESSION DEFAULT ...	SESSIONS
Paid Search	3K
Direct	911
Organic Search	421
Organic Social	36
Referral	28
Unassigned	7
Organic Video	2

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