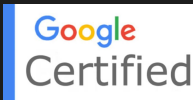


Edward Eaton Paid Search Service & Portfolio

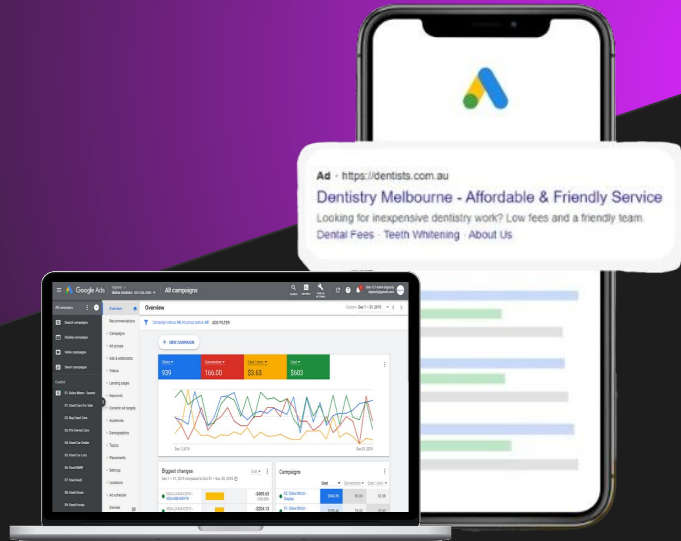
My experience as a paid search
specialist



edwardeatonmarketing.com



Paid Search



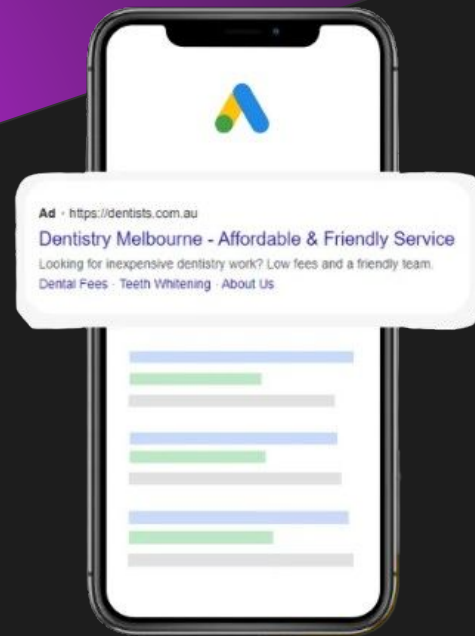
Advertise your business, service or product as potential customers actively look for you

Whether you offer a product or service, Paid Search stands as a crucial marketing tool in any business's **Lead Generation** efforts, alleviating the concerns and hassles of consistently acquiring leads.

I can guarantee the effectiveness of Paid Search for your business with some preparation. Paid advertising within the intricate landscape of search platforms and auctions can seem complex and costly. However, when executed correctly, it can yield highly profitable results in terms of **Lead Generation**.

What Is Included In My Paid Search Service?

- Account & Campaign Set Up
- Campaign Management & Optimisation
- Monthly Reporting
- Initial Audit Of Existing Account (If Needed)
- Split Testing
- Basic CRO (If not using landing pages)
- Market & Keyword Research
- Analytics Set Up



Secure the services of a dedicated, professional freelance expert committed to delivering high-quality results while prioritizing your best interests and maximizing your return on investment (ROI). Our management options are flexible, with retainer or hourly billing structures tailored to the specific level of work required.

My Process

1. Understanding your goal and vision.
2. Establishing a solution and building a strategy
3. Implementation

What Have I Done With Paid Search?

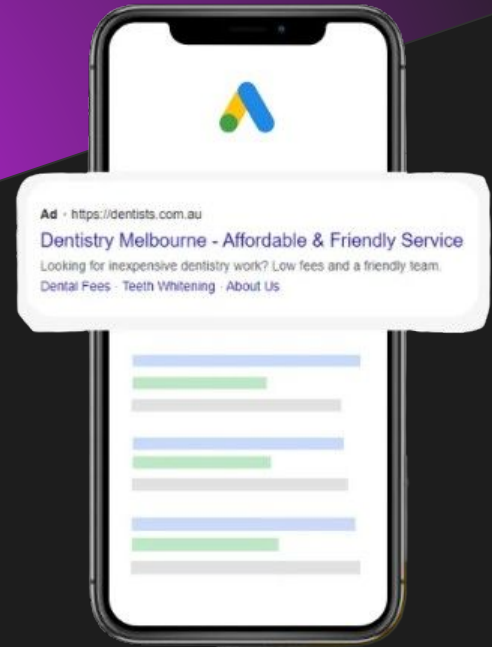
1.3 Million In Ad Spend Managed

100+ Accounts Managed

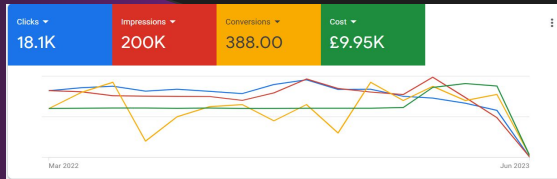
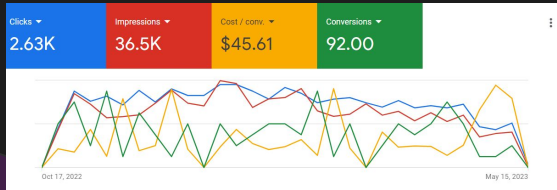
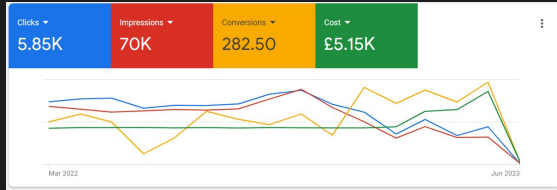
250+ Campaigns Optimised & Improved

3000+ Leads Generated

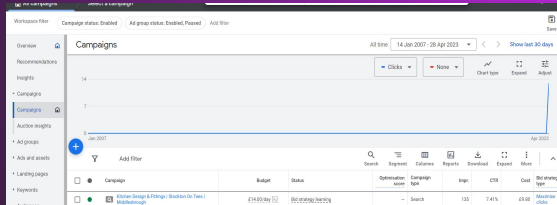
Increased Conv Rates Up To 500%



Health Care



Advertising & Marketing



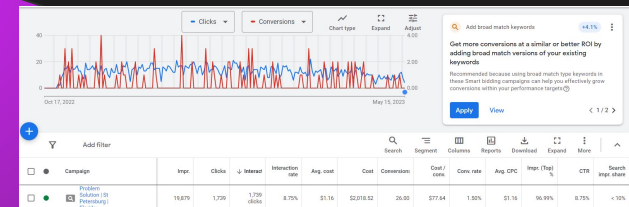
Paid Search Data

Data Driven Results Always!

Automotive

Imp.	Clicks	CTR	Impr. (Top %)	Avg. CPC	Avg. cost	Cost	Search impr. share	Click share	Search lost (\$ rank)	Search lost (\$ budget)	Search top 30	Ad strategy type
129,758	12,252	9.44%	72.09%	£0.39	£0.39	£4,794.74	<10%	<10%	81.35%	11.90%	<10%	Maximize clicks
70,031	5,853	8.36%	81.82%	£0.88	£0.88	£5,151.05	15.91%	11.94%	61.67%	22.42%	13.04%	Maximize conversions (Target CPA)
199,789	18,105	9.06%	75.52%	£0.55	£0.55	£9,945.79	<10%	<10%	77.66%	13.87%	<10%	
199,789	18,105	9.06%	75.52%	£0.55	£0.55	£9,945.79	<10%	<10%	77.66%	13.87%	<10%	

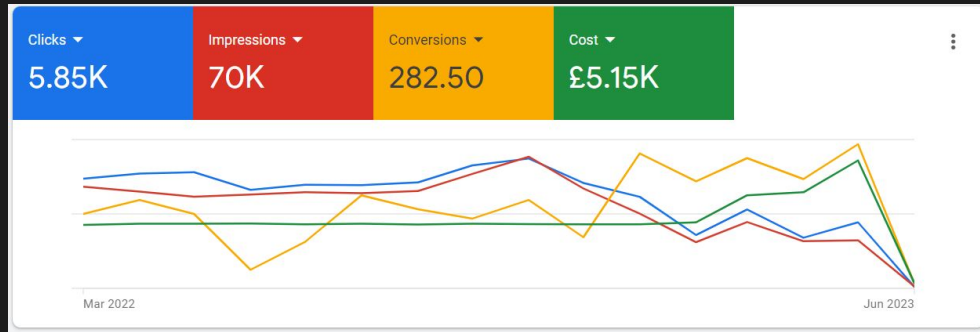
Home Designs & Fittings



Industry



Health Care



Goal



Leads

The Goal

The client operated a healthcare clinic and faced the common challenge of maintaining a steady flow of patients to maximize their clinic's capacity. The client approached us with the goal of keeping appointment books consistently filled to ensure optimal utilization of resources.

The Action

My approach consisted of two targeted marketing campaigns, with a primary focus on driving form fills and phone calls. The core strategy was to effectively communicate the clinic's services and solutions to the target audience, prompting them to take action.

The Result

- 282 Conversions,
- 70,000 impressions,
- The average cost per conversion was a highly efficient \$30
- Clinic at max capacity with was the initial overall goal wanted..

282 Conversions	70,000 Impressions	Max Capacity Achieved
----------------------------	-------------------------------	----------------------------------

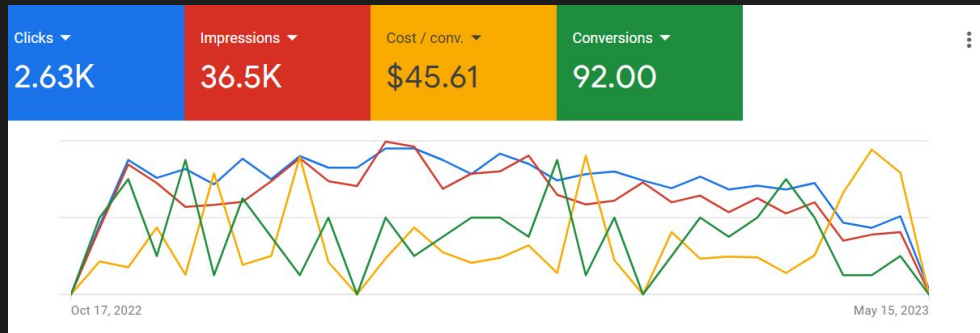
The Result

- **282 Conversions:** Over the 465-day campaign duration, we successfully generated 282 high-quality conversions.
- **70,000 Impressions:** The campaigns achieved an impressive 70,000 impressions, significantly expanding the clinic's online visibility.
- **Average Conversion Cost:** The average cost per conversion was a highly efficient \$30, optimizing the budget utilization.
- **Clinic at Max Capacity:** Perhaps the most crucial outcome was that the clinic consistently operated at maximum capacity, significantly impacting its profitability.

Industry



Health Care



Goal



Leads

The Goal

In this case, the client sought to enhance lead generation by addressing underperformance in their ad account and getting quality leads coming in consistently.

The Action

I conducted a comprehensive review of the existing ads, performed an audit to identify underlying issues, and devised a strategic action plan to boost performance. Upon presenting the findings and proposed strategy, the client entrusted me with the management and implementation of the improved approach.

The Result

- 92 conversions
- 36 thousand impressions
- Average conversion cost of \$45.61.
- enhancement to the prior strategy and setup.

**92
Conversions**

**36,000
Impressions**

**Improved
Performance**

The Result

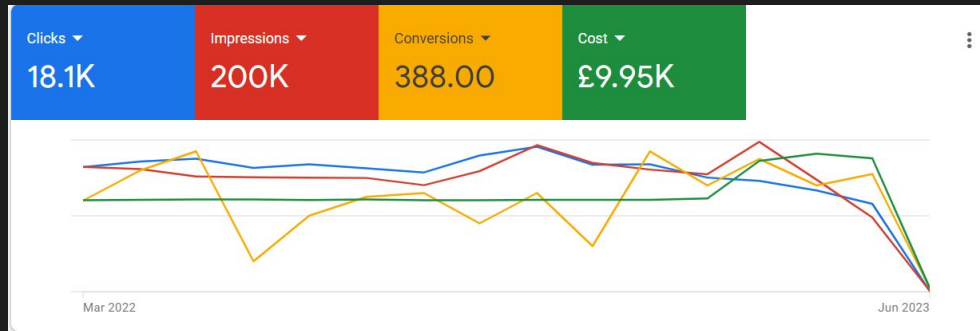
- **92 Conversions:** The number of conversions increased substantially, demonstrating the effectiveness of the new strategy.
- **36 Thousand Impressions:** The improved targeting and ad creatives led to a substantial increase in ad visibility and engagement.
- **Average Conversion Cost of \$45.61:** The most notable achievement was the significant reduction in the average cost per conversion, indicating a more cost-efficient and effective approach.

These results marked a substantial improvement from the previous strategy and setup, validating the effectiveness of the actions taken to address the client's initial goal of lead generation and performance improvement

Industry



Health Care



Goal



Leads

The Goal

The client's goal was to establish a steady and reliable stream of new leads for their services, prompting the need for a more dependable approach.

The Action

To address the client's need for consistent lead generation, we implemented a multifaceted strategy of creating Audience-Centric Campaigns to a service and solution strategy.

The Result

- 388 Conversions
- 200 Thousand Impressions
- Average Conversion Cost of \$25.60
- Steady Stream of Consistent Leads

388
Conversions

200,000
Impressions

Steady
Leads

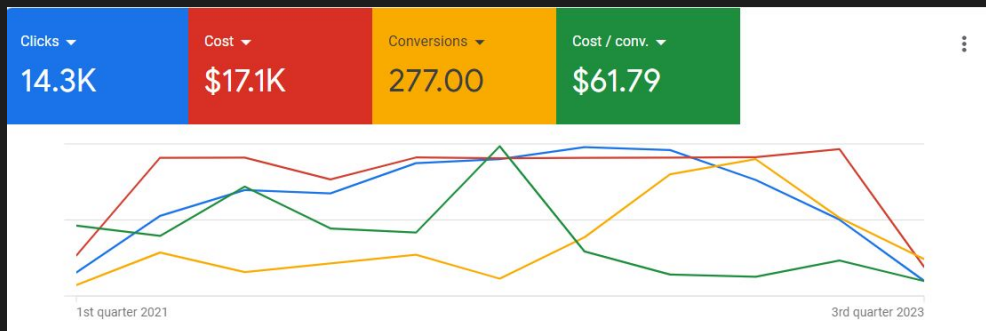
The Result

- **388 Conversions:** The campaigns successfully generated a substantial number of conversions, demonstrating the effectiveness of the targeted approach.
- **200 Thousand Impressions:** The high number of impressions reflected the extensive reach of the campaigns, significantly boosting the client's online visibility and brand recognition.
- **Average Conversion Cost of \$25.60:** The campaigns achieved an impressively low average cost per conversion, indicating cost-efficiency in lead generation.
- **Overall Cost of \$9.95:** This efficient allocation of resources was a testament to the strategic management of the campaigns.
- **Steady Stream of Consistent Leads:** Perhaps the most critical outcome was the establishment of a steady and dependable flow of leads, fulfilling the client's primary goal.

Industry



Health Care



Goal



Leads

The Goal

The client wanted to leverage paid search advertising to capture high-quality leads that were not just inquiries but those with a strong inclination to convert. The strategic focus was on targeting high-intent keywords to maximize lead quality.

The Action

I executed a precision-focused strategy. Intent-Driven Targeting: I meticulously targeted individuals in the advanced stages of their customer journey, actively seeking the two primary services offered by the client. Despite the competitive and potentially costly nature of these keywords, I recognized their potential to deliver high-quality leads.

The Result

- 277 Conversions
- Average Conversion Cost of \$61
- 14,000 Clicks
- Auction Dominance

277
Conversions

14,000
Click

Number 1 In
The Auction

The Result

- **277 Conversions:** The campaign successfully generated 277 conversions, indicating that our targeting approach effectively captured high-intent leads.
- **Average Conversion Cost of \$61:** While the average conversion cost was \$61, it was justifiable given the quality of leads generated.
- **Overall Cost of \$17,000:** The efficient allocation of the budget was evidenced by the total cost, which delivered substantial value in terms of lead generation.
- **Auction Dominance:** Our strategic approach enabled us to dominate the auction, securing the majority of clicks and impressions, thereby maximizing our client's online presence.

These results not only met but exceeded the client's expectations, illustrating the potency of targeted paid search advertising in capturing high-intent leads and achieving a strong online presence within a competitive landscape.

Industry

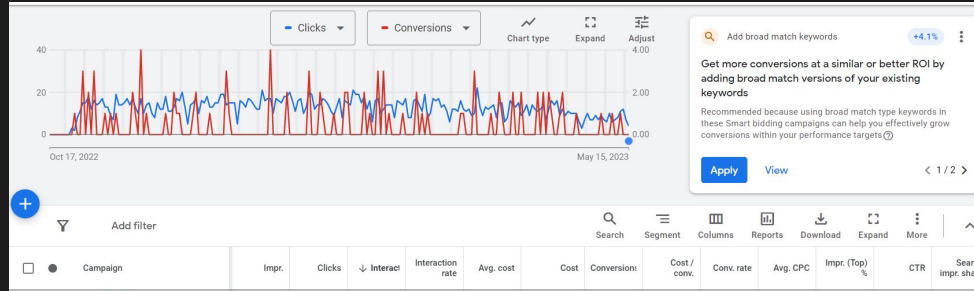


Marketing & Advertising

Goal



Leads



The Goal

In this case, our client's primary objective was to kickstart lead generation for their newly established agency. Their strategy centered on utilizing paid search campaigns to attract fresh traffic and potential clients.

The Action

To address the client's needs and ambitions, we executed a targeted strategy with departmental campaigns. We designed individual campaigns for each department within the agency, with a primary focus on generating interest and leads specifically for the marketing department.

The Result

Our efforts culminated in the successful creation of a dynamic paid advertising campaign tailored to deliver new leads, all while effectively tracking user interactions with dedicated landing pages.

Industry



Automotive

<div><div>Search</div><div>Segment</div><div>Columns</div><div>Reports</div><div>Download</div><div>Expand</div><div>More</div></div>												
Impr.	Clicks	CTR	Impr. (Top) %	Avg. CPC	Avg. cost	Cost	Search impr. share	Click share	Search lost IS (rank)	Search lost IS (budget)	Search top IS	Bid strategy type
129,758	12,252	9.44%	72.09%	£0.39	£0.39	£4,794.74	< 10%	< 10%	81.35%	11.90%	< 10%	Maximize clicks
70,031	5,853	8.36%	81.82%	£0.88	£0.88	£5,151.05	15.91%	11.94%	61.67%	22.42%	13.04%	Maximize conversions (Target CPA)
199,789	18,105	9.06%	75.52%	£0.55	£0.55	£9,945.79	< 10%	< 10%	77.66%	13.87%	< 10%	
199,789	18,105	9.06%	75.52%	£0.55	£0.55	£9,945.79	< 10%	< 10%	77.66%	13.87%	< 10%	

Goal



Leads

The Goal

In this case, our client's primary aim was to kickstart lead generation and drive sales for their newly launched electric scooter website.

The Action

Search Campaign Set up We began by creating new search campaigns dedicated to the specific scooter models they offered, directing traffic directly to the relevant product pages on their website.

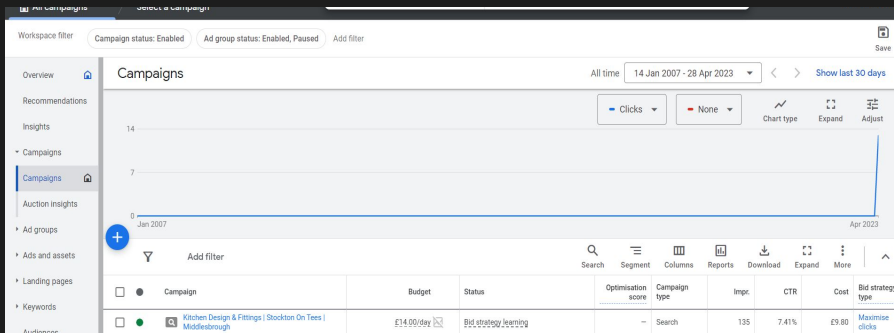
The Result

Following a period of strategy development and structural planning, we successfully crafted a well-structured campaign poised to go live and deliver measurable results.

Industry



Home Fittings & Design



Goal



Leads

The Goal

In this case, the client's primary goal was to generate leads from individuals actively seeking new kitchen and bedroom fittings and designs. Additionally, they aimed to contend effectively in a competitive landscape where competitors were utilizing paid search advertising.

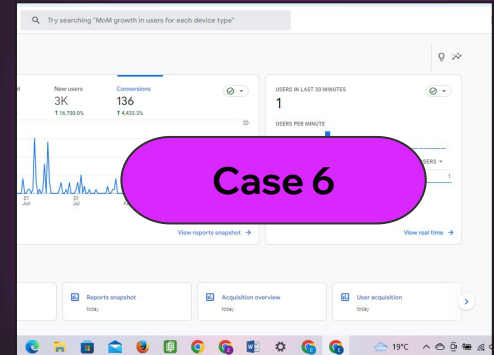
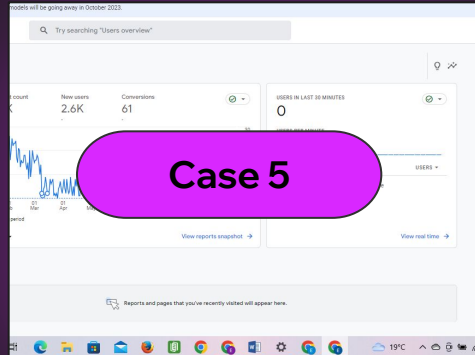
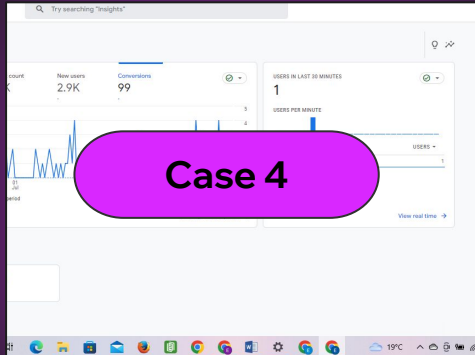
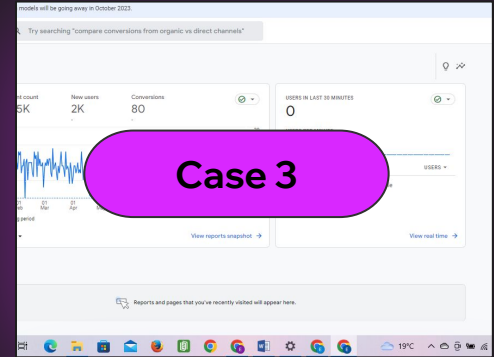
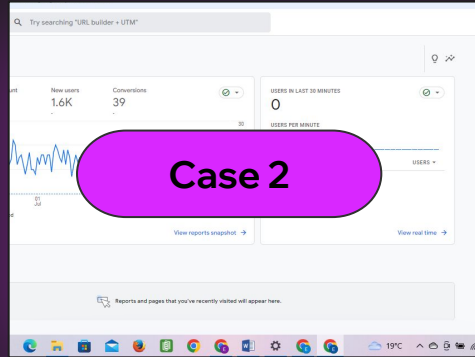
The Action

Campaign Diversification, I established four distinct campaigns, each tailored to specific departments of the business. The primary focus was on attracting high-intent traffic to relevant web pages, with the aim of stimulating business engagement and fostering interest.

The Result

Upon launching the campaigns, they quickly outperformed competitors in auction participation, resulting in enhanced visibility. Simultaneously, the campaigns successfully generated a steady stream of new leads for the business, demonstrating their effectiveness in a highly competitive market.

See More In Depth Cases Here!



Clicks	Impr.	CTR	Avg. CPC	↓ Conversions	Cost	Phone Calls	Conv. rate	Cost / conv.
143,842	26,869,714	0.54%	—	2,683.62	—	1,924.00	1.85%	—
940,323	460,337,847	0.20%	£1.44	46,260.02	£1,355,068.87	0.00	4.86%	£29.28

Above you can see my overall data over 2 years of managing paid search ads, i have managed over 1.3 million in ad spend, generated 46,260 conversions with an average conv cost of £29.28.

Table												
Destination score	Clicks	Impr.	CTR	Avg. CPC	↓ Conversions	Cost	Phone Calls	Conv. rate	Cost / conv.	Total daily budget	Invalid clicks	Account labels
99.9%	21,671	913,347	2.37%	£3.55	556.00	£11,927.09	443.00	1.64%	£33.50	£20.00	2,009	Edit
79.9%	6,713	103,425	6.49%	\$1.40	228.00	\$9,383.08	0.00	3.56%	\$39.10	\$20.00	398	Edit
85.9%	3,281	64,708	5.07%	\$2.33	266.00	\$7,660.28	177.00	6.28%	\$37.19	\$20.00	138	Edit
99.8%	8,854	4,483,608	0.20%	\$1.49	204.00	\$19,230.28	111.00	2.30%	\$64.85	\$35.20	15,323	Edit
75.7%	10,678	275,115	3.81%	\$1.35	198.00	\$14,168.66	136.00	1.85%	\$71.56	\$30.00	596	Edit
100%	11,939	161,380	7.42%	\$1.06	189.00	\$12,635.22	97.00	1.56%	\$66.85	\$20.00	387	Edit
73.6%	4,804	98,624	4.87%	\$1.93	180.00	\$9,265.71	127.00	3.75%	\$31.48	\$30.00	191	Edit
99.9%	8,403	1,427,684	0.59%	\$3.14	171.00	\$26,362.80	95.00	2.03%	\$154.17	\$33.00	347	Edit
77.6%	6,819	97,839	6.97%	\$1.86	140.00	\$12,462.89	59.00	2.11%	\$89.02	\$34.00	247	Edit
100%	3,855	55,316	6.97%	£3.59	139.00	£2,280.62	87.00	3.61%	£16.41	£20.00	114	Edit
76.7%	23,676	18,574,268	0.13%	\$1.90	133.25	\$44,958.80	298.00	0.55%	\$337.40	\$68.00	1,281	Edit
99.9%	5,792	123,561	4.69%	A\$1.25	119.00	A\$7,244.93	94.00	2.05%	A\$60.88	A\$20.00	255	Edit
99.6%	3,262	48,792	6.69%	\$2.61	106.00	\$6,529.03	35.00	3.25%	\$80.46	\$30.00	116	Edit
77.6%	13,500	257,611	5.24%	\$1.37	98.37	\$16,443.48	101.00	0.73%	\$187.49	\$32.00	1,339	Edit
84.6%	6,442	110,447	5.83%	\$1.95	95.00	\$12,532.56	20.00	1.47%	\$131.62	\$20.00	155	Edit
97%	1,986	30,157	6.52%	\$2.02	82.00	\$3,973.41	94.00	4.17%	\$48.48	\$20.00	71	Edit
85%	2,601	43,998	5.91%	\$1.16	39.00	\$3,020.13	10.00	1.50%	\$77.44	\$20.00	77	Edit
	143,842	26,869,714	0.54%	—	2,683.62	—	1,924.00	1.85%	—		23,124	
	940,323	460,337,847	0.20%	£1.44	46,260.02	£1,355,068.87	0.00	4.86%	£29.28		106,937	

	Clicks	Impr.	CTR	Avg. CPC	↓ Conversions	Cost	Phone Calls	Conv. rate	Cost / conv.	Total daily budget	Invalid clicks	Account labels
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	10,470	275,115	3.81%	\$1.35	198.00	\$14,168.66	136.00	1.89%	\$71.56	\$30.00	596	<div><div></div>Eddy</div>
	11,939	161,380	7.40%	\$1.06	189.00	\$12,635.22	97.00	1.58%	\$66.85	\$20.00	387	<div><div></div>Eddy</div>
	4,804	98,624	4.87%	\$1.93	180.00	\$9,265.71	127.00	3.75%	\$51.48	\$30.00	191	<div><div></div>Eddy</div>
	8,403	1,427,684	0.59%	\$3.14	171.00	\$26,362.80	55.00	2.03%	\$154.17	\$33.00	347	<div><div></div>Eddy</div>
	6,613	97,633	6.77%	\$1.88	140.00	\$12,462.89	59.00	2.11%	\$89.02	\$34.00	247	<div><div></div>Eddy</div>
	3,855	55,316	6.97%	£0.59	139.00	£2,280.62	67.00	3.61%	£16.41	£20.00	114	<div><div></div>Eddy</div>
	23,676	18,574,298	0.13%	\$1.90	133.25	\$44,958.80	298.00	0.53%	\$337.40	\$68.00	1,281	<div><div></div>Eddy</div>
	5,792	123,561	4.69%	A\$1.25	119.00	A\$7,244.33	94.00	2.05%	A\$60.88	A\$20.00	255	<div><div></div>Eddy</div>
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	1,966	30,157	6.52%	\$2.02	82.00	\$3,975.41	94.00	4.17%	\$48.48	\$20.00	71	<div><div></div>Eddy</div>
	2,601	43,998	5.91%	\$1.16	39.00	\$3,020.13	10.00	1.50%	\$77.44	\$20.00	77	<div><div></div>Eddy</div>
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	940,323	460,337,847	0.20%	£1.44	46,260.02	£1,355,068.87	0.00	4.86%	£29.28		106,937	

While managing paid search accounts i am proud to show i have improved account conversion rates up to 500% on a 6 month basis.

Conv. rate <>
3.47% (+∞)
3.61% (+∞)
1.57% (+577.15%)
3.20% (+235.40%)
3.08% (+64.22%)
3.91% (+124.10%)
3.87% (-5.17%)
3.78% (+237.48%)
5.73% (+167.07%)