



AOK
APARTMENT
LOCATORS

Client Description

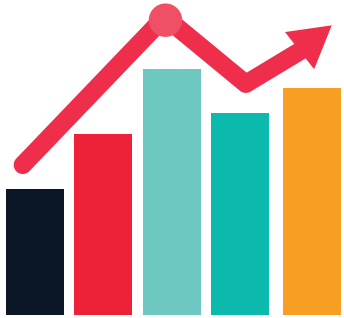
A OK Apartment Locators is a FREE Dallas apartment locator service with more than 15 years of experience.

A OK Apartment Locators has serviced the needs of thousands of people searching for Dallas, Texas apartments. Their friendly, fast and personalized service can help you find the apartment, loft or townhome rental you've been looking for.

Their Dallas apartment locators are professionals who understand the DFW metroplex. Whether you want top notch schools or a great night life, let our friendly, experienced Dallas apartment locators point you in the right direction.

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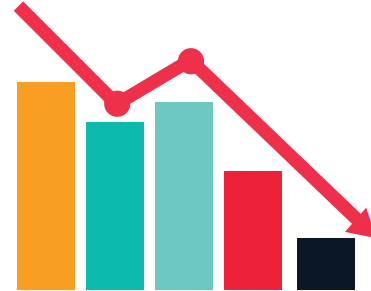
Growth and Impact



Conversion Rate
increased by **47%**



Click-through Rate
increased by **320%**



Cost-per-conversion
decreased by **2000%**

The Challenges

- A OK Apartment Locators wanted more conversions within the same monthly budget.
- The seasonality of leads.
- The Account structure was a mess, Campaigns and Ad Groups were broad and not targeted.
- There were no Negative Keywords added on the campaigns which lead to a lot of wasted clicks and money.
- There were no conversion tracking set up on the account, this made it difficult to measure the campaigns' performance.
- Ads had low click-through rates.

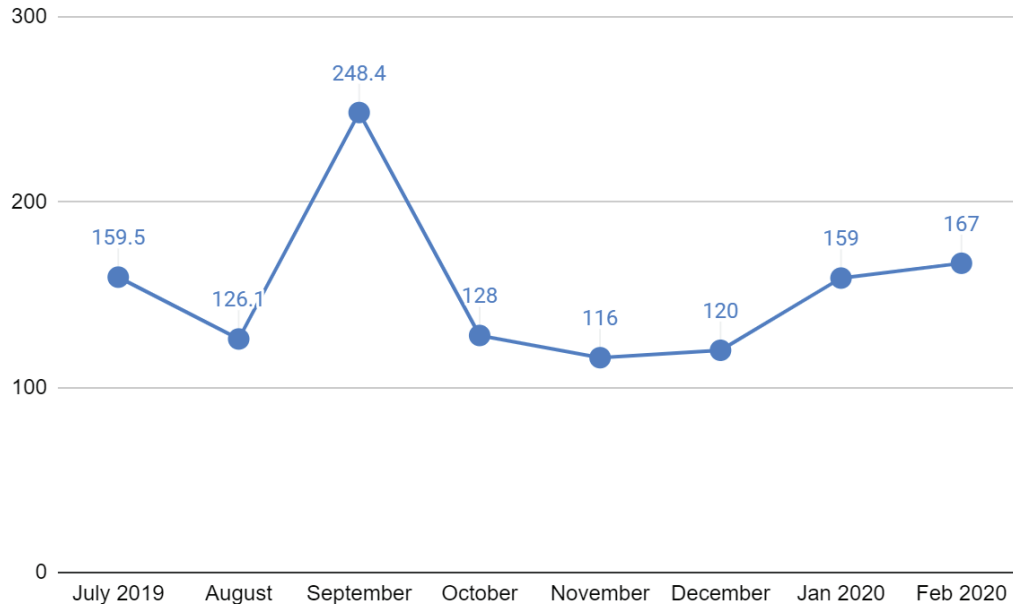
The Solutions

- We restructured the campaigns, grouped keywords better, and wrote ads tailored to each Ad Group, increasing the Ad Relevance and Landing Page Relevance leading to a higher quality score, which gave us more room to get conversions within the same budget.
- We did a research on the best and worst months for apartment searches. We allocated more budget on months with higher search volume and less on months with less searches.
- We set up conversion tracking on the website and the landing pages using Google Analytics so that we can properly track conversion data.

A OK APARTMENT LOCATORS DATA SHEET

	July	August	September	October	November	December	Jan 2020	Feb 2020
Clicks	952	750	1,245	733	719	691	808	679
Impr.	10,229	9,477	14,837	9,415	10,577	11,741	12,956	9,924
CTR	9.31%	7.91%	8.39%	7.79%	6.80%	5.89%	6.24%	6.84%
Avg. CPC	\$3.69	\$3.65	\$3.68	\$4.11	\$4.18	\$5.06	\$4.40	\$4.09
Cost	\$3,511.01	\$2,734.12	\$4,586.59	\$3,012.67	\$3,004.12	\$3,497.42	\$3,556.92	\$2,776.86
Conversions	159.5	126.1	248.4	128	116	120	159	167
Cost / conv.	\$22.01	\$21.68	\$18.46	\$23.54	\$25.90	\$29.15	\$22.37	\$16.63
Conv. rate	16.75%	16.81%	19.95%	17.46%	16.13%	17.37%	19.68%	24.59%

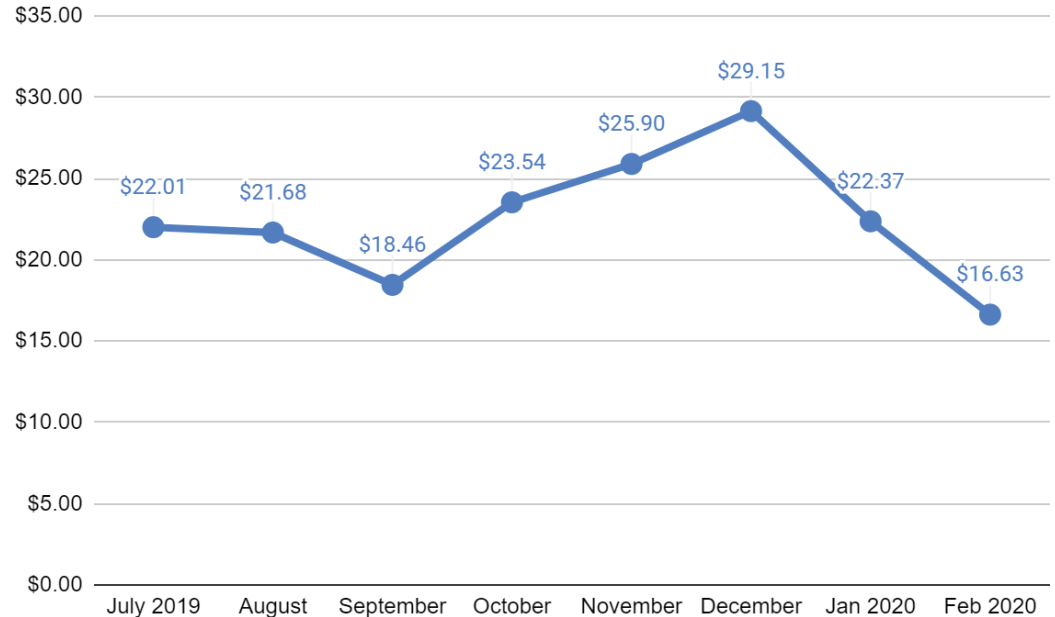
RESULT - CONVERSIONS



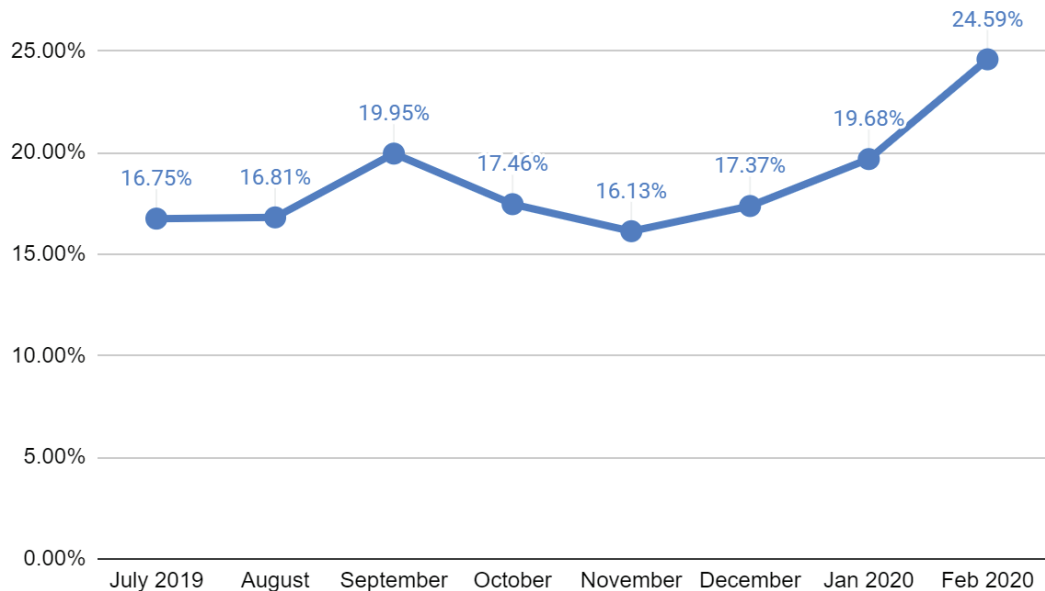
We made sure that the ads showed on high converting searches, aligned the ad copies with the landing pages, and reviewed search terms for negative keywords which increased conversions from 126.10 to 248.40 in September - the month with the most apartment searches. We performed the same optimizations to recover from the drop in numbers during the holiday season.

RESULT - COST PER CONVERSION

We paused non-converting keywords, reviewed search terms for negatives keywords, and reduced keyword bids to decrease the cost-per-conversion per month.



RESULT - CONVERSION RATE



In order to increase conversion rates, we used specific keywords, added negative keywords to refine the traffic, and made sure our landing page was responsive across all devices.