



Industry

Finance

Client

A Loan-based business client from Australia

Objective

Our goal was to eliminate irrelevant traffic from the website and design a digital programmer that could enhance Return on Ad Spend (ROAS) value.

ACCOUNT STRUCTURE:

Account was not set up properly in accordance with the main goal.

KEYWORDS:

Most of the running keywords were inappropriate.

BID AND BUDGET:

Allocating the right budget for the right campaign is one of the key factors that leads to better conversions and so is individual bid for every keyword according to its match type. This too was

An issue.

REMARKETING:

One of the essential components of marketing is retargeting the users who visited your website but did not let you achieve the goal you had set up for your site; this was not found anywhere in the entire account.