



# AUTOMATED GOOGLE ADS AVERAGES FOR SMALL BUSINESSES

## AVERAGES FOR SMALL BUSINESSES USING OUR PLATFORM

<b>INTRODUCTIONS</b> Ad impressions delivered to engaged searchers	<b>ENGAGEMENTS</b> qualified visitors who clicked through on the ads	<b>AVG COST</b> Average ad spend in 60 day period	<b>AVG CPC</b> cost for each click on average
7,850	255	\$325	\$1.81

**AVERAGE # KEYWORDS  
IN EACH CAMPAIGN**

950

We automatically generate dynamic ads and extensive keyword lists for each of the products or services a business sells.

# AUTOMATED GOOGLE ADS - AVERAGES FOR COMMON INDUSTRIES

## AVERAGES BY INDUSTRY USING AUTOMATED GOOGLE ADS



	<b>INTRODUCTIONS</b> Ad impressions delivered to engaged searchers	<b>ENGAGEMENTS</b> qualified visitors who clicked through on the ads	<b>AVG COST</b> Average ad spend in 60 day period	<b>AVG CPC</b> cost for each click on average
Financial Services	10,767	341	\$432	\$1.84
Real Estate	6,240	202	\$246	\$1.70
Home Services	8,548	272	\$347	\$1.82
Local Services	8,641	285	\$352	\$1.80
Health & Dental	8,752	297	\$400	\$1.87



# AUTOMATED GOOGLE ADS vs INDUSTRY AVERAGES



CATEGORY	Automated Ads	Industry Avg	Improvement
Overall Average	\$1.81	\$2.69	+48.3%
Financial Services	\$1.84	\$3.44	+86.7%
Real Estate	\$1.70	\$2.37	+39.3%
Home Services	\$1.82	\$6.40	+252%
Health & Dental	\$1.87	\$2.62	+39.7%

For smaller budgets every dollar counts. Automated Google Ads are built to run effective, long-tail Google Search Ad campaigns for small businesses, with limited budgets, to deliver “**Improved Results**”.

We focus on long-tail, intention based keywords, omitting broad or negative keywords that can result in unqualified, costly traffic. Our bid management system spends budgets evenly over the month, and caps bids to ensure small businesses don't overspend on low-return expensive keywords.

**The Result:** 50% More Engaged Qualified Visitors for the same budget.