

Case Study:

Restaurant: Taco Tuesday

TARGET AUDIENCE

20km radius from
business location

SCHEDULE

4:00 - 7:00 pm
Tuesdays

DAILY BUDGET

\$5.00

ROAS

(return on ad spend)

\$1 = \$260

Taco Tuesday resulted in **\$260 in sales**
for every **\$1** spent on Display Ads



IMPRESSIONS

Ad impressions delivered to
target audience

4,076

AVG CPM

Average cost-per-thousand
impressions

\$1.22

INCREASED SALES

Increase in daily sales over
previous week

\$1,300

Case Study: Dental Clinic

TARGET AUDIENCE

11 Zip codes in Ohio, USA

Top 1-40% income earners

Ages 25-65

\$99

Monthly
Campaign



SCHEDULE

All times

All days

DAILY BUDGET

\$2.85

IMPRESSIONS

Ad impressions delivered to
target audience
monthly average

99,345

ENGAGEMENTS

Qualified visitors who clicked
through on the ads
monthly average

55

AVG CPM

Average
cost-per-thousand
impressions

\$0.89

Case Study:

Residential Painter

TARGET AUDIENCE

10 mile radius around business

SCHEDULE

All times

All days

DAILY BUDGET

\$3.00

\$99
Monthly
Campaign



IMPRESSIONS

Ad impressions delivered to
target audience
monthly average

102,158

ENGAGEMENTS

Qualified visitors who clicked
through on the ads
monthly average

75

AVG CPM

Average
cost-per-thousand
impressions

\$0.90

Case Study: Physiotherapy Clinic

TARGET AUDIENCE

6 Postal Codes in Ontario, CA
Top 1-40% income earners

\$99
Monthly
Campaign



SCHEDULE

All times
All days

DAILY BUDGET

\$3.00

IMPRESSIONS

Ad impressions delivered to
target audience
monthly average

88,417

ENGAGEMENTS

Qualified visitors who clicked
through on the ads
monthly average

35

AVG CPM

Average
cost-per-thousand
impressions

\$0.74