Case Study: Restaurant: Taco Tuesday

TARGET AUDIENCE

20km radius from business location

SCHEDULE 4:00 - 7:00 pm Tuesdays

DAILY BUDGET \$5.00

ROAS

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

IMPRESSIONS

Ad impressions delivered to target audience

AVG CPM Average cost-per-thousand impressions

\$1.22

INCREASED SALES

Increase in daily sales over previous week

\$1,300

4,076

UESDAYS 10 MARGARITAS · ---\$5 CORONAS PPT HOUR 4-6PM Tavern 0

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

ENGAGEMENTS

Qualified visitors who clicked through on the ads monthly average

AVG CPM

Average cost-per-thousand impressions

99,345

55



Case Study: **Residential Painter** RARIMAN COMPAN HIRING PAINTERS COMPANY HARTMAN PAINTING COMPANY NOW HIRING PAINTERS NOW HIRING · ----L Centre 1 TARGET AUDIENCE \$99 CLICK TO APPLY NOW HIRING APPLY NOW! CUCK TO APPLY! 10 mile radius around business Monthly CLICK HERE Campaign 0 **SCHEDULE** 0 All times All days **IMPRESSIONS ENGAGEMENTS** AVG CPM Ad impressions delivered to Qualified visitors who clicked Average DAILY BUDGET target audience through on the ads cost-per-thousand \$3.00 monthly average monthly average impressions 102,158 \$0.90 75



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