

# Case Study for a Skin Care Industry



## Our Objective

We aim to make Search Marketing accessible to all entrepreneurs and SMEs, by offering affordable solutions. Our services assist clients in boosting their web traffic and sales, facilitating their growth on a national or international scale.

## Our Approach

- Optimize ad targeting based on performance data.
- Conduct thorough keyword research and focused on high-intent keywords.
- Narrow down location for better performance.

## Company Background

Skin Care Industry

## Results

- In March, we added a Responsive video ad, and as a result, we saw a positive increase in conversions and Avg.CPC have improved from \$1.26 to \$0.51

- By consistently optimizing the campaign, we were able to achieve impressive results in March 2023, with 67 conversions and a conversion rate of 31%.

