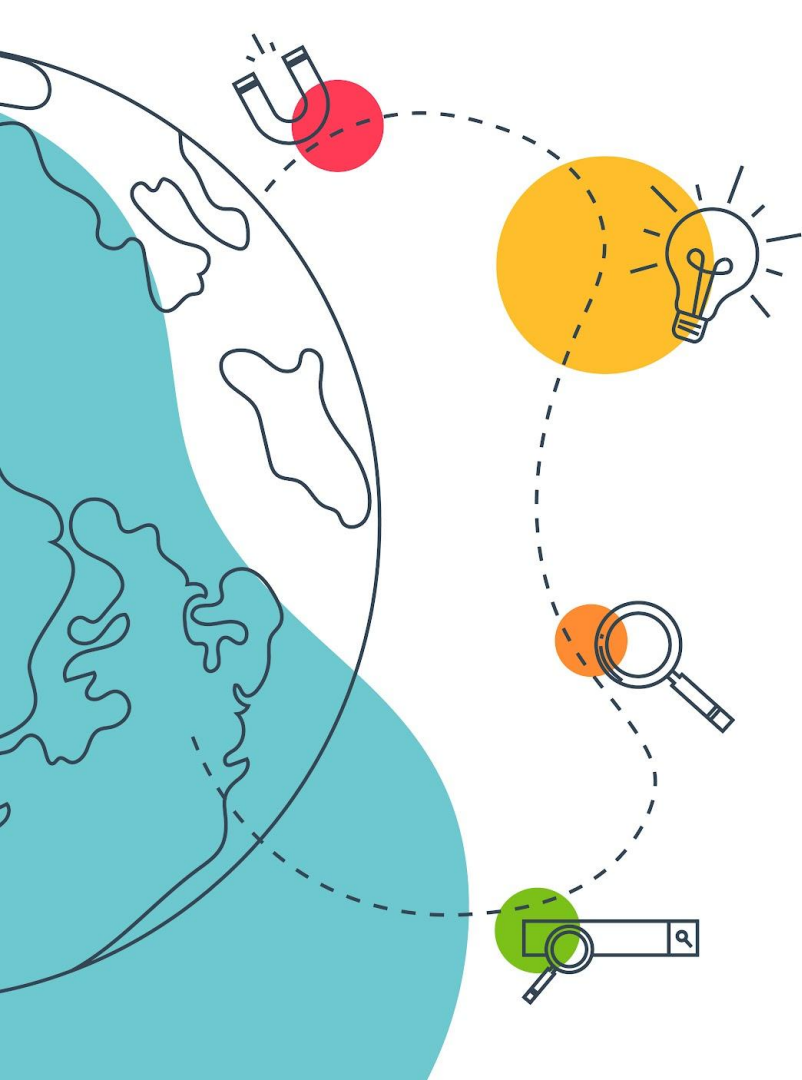




# **[Business Name]:** PPC Audit & Analysis



**Created For:**

[Contact names]

**Prepared By:**

[CMS/Salesperson/peparer]

# PPC Audit and Outlining Program Goals

Brafton was contacted by [Company XYZ, hyperlinked], one of the top business cloud security companies, to audit and provide recommendations surrounding their current Google Ads account. Brafton's PPC Audit will detail the following elements of your Google Ads account with data analysis, followed by a presentation of our approach. Areas covered in this

## **Brafton Consulting audit product include:**

- Review of PPC account performance data from multiple timeframes
  - Comparison of results to industry benchmarks
  - Analysis of your goals and conversions with recommendations
  - Current keyword audit along with researching new opportunities
- PPC Competitor Analysis for 5 major players in Company XYZ's industry
- Campaign, Targeting and Ad Copy analysis with recommendations
- Our high-level strategic recommendations to improve your PPC over the next 3 months



# PPC Search Campaign Performance - *Historical Comparison*

## Performance: Previous Month

- Conversions
  - 143 (72)
- Spend
  - \$89,892 (\$38,400)
- CPA
  - \$629 (\$540)
- Clicks
  - 4,871 (2,751)
- CPC
  - \$18.44 (\$13.92)
- CTR
  - 2.14% (2.39%)
- Impression Share
  - 10.98% (14.68%)

*Data is January 1 - 31, 2022 performance lookback (stats compared to prior period).*

## Performance: Previous 90 Days

- Conversions
  - 298 (488)
- Spend
  - \$161,019 (\$109,400)
- CPA
  - \$540 (\$436)
- Clicks
  - 11,382 (10,657)
- CPC
  - \$14.15 (\$17.57)
- CTR
  - 2.22% (1.78%)
- Impression Share
  - 13.54% (17.81%)

*Data is October 1, 2021 - December 31, 2021 performance (stats compared to prior period).*

## Performance: Previous Year

- Conversions
  - 1,460 (1,242)
- Spend
  - \$603,910 (\$597,290)
- CPA
  - \$413 (\$355)
- Clicks
  - 42,004 (86,600)
- CPC
  - \$14.35 (\$6.90)
- CTR
  - 2.00% (1.26%)
- Impression Share
  - 16.68% (22.25%)

*Data is January 2021 - December 2021 performance (stats compared to prior period).*

**Current Goals:** Demo Requests, Sales Contact, Webinar Views, Content Downloads

# Industry Benchmarks & PPC Search Campaign Goals

## Industry Benchmarks\*

- Click Through Rate
  - 4.72%
- Cost per Click
  - \$4.90
- Conversion Rate
  - 6.77%
- Cost per Acquisition
  - \$62.18

*\*Wordstream Google Ads PPC Benchmarks, Business Services (closest comparable industry, can't directly compare with SaaS performance), updated in December 2021.*

## Company XYZ's 2021\*

- Click Through Rate
  - 2.00%
- Cost per Click
  - \$14.35
- Conversion Rate
  - 3.47%
- Cost per Acquisition
  - \$413.37

*\*Data is January 1, 2021 - December 31, 2021 from the PPC account-wide performance (search campaigns only).*

## 2022 Goals\*

- Click Through Rate
  - 4.00% (+2.00%)
- Cost per Click
  - \$8.00 (-\$6.35)
- Conversion Rate
  - 5.00% (+1.53%)
- Cost per Acquisition
  - \$250.00 (-\$163.37)

*\*Goals for 2022 are based on a combination of the Industry Benchmarks and internal stats (these are more aligned with Company XYZ's SaaS industry).*

# Current Paid Marketing Insights



## Conversion Trends and Potential

- Upon inspection, we can confirm that the conversion goals currently set up in the Company XYZ Google Ads account are aligned with the overall strategy discussed during our discovery call. To add value, we recommend layering in additional conversion goals and metrics to help increase the overall marketing funnel.
- The next step would be to determine the monetary value to assign to each separate conversion goal, based off internal business objectives and ROI. This more granular tracking will allow for more detailed reporting and strategic optimizations going forward.

## Google Display Network (February Campaign)

- Because there was a recent addition of a GDN ad campaign, we took a look at the layout and performance (three week time-period); analysis and recommendations are located at the end of the audit.

# Current Paid Marketing Insights

## Structure (Search and Display Campaigns)

- Currently there are 38 active Search campaigns, yet only ten or so are drawing in meaningful conversion numbers. We see opportunity to further optimize the top performing campaigns while researching ways to begin obtaining conversions from half of the other 20 (see next slide for a screenshot of this); our recommendation would be to pause the other 10 to save and adjust monthly ad spend for ROI.
- Based on the PPC Audit, Brafton recommends Company XYZ continue investing in the display and video campaigns that are running: They are structured to create brand awareness and are performing well.

## Keywords and Budget

- Out of the 1,096 keywords currently running in your Paid Search campaigns, less than 10% of those are resulting in actual conversions. Brafton recommends narrowing the budget in your Google Ads account and focusing on new keywords (along with adding negative ones), helping to draw in more qualified customers.

# Google Ads Campaigns by Cost

| Campaign                                                                                       | Budget                                                                                           | Status        | Campaign type | Bid strategy type                    | Impr.     | Clicks | CTR    | Avg. CPC | ↓ Cost       | Conversions | Conv. rate | Cost / conv. |
|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------|---------------|--------------------------------------|-----------|--------|--------|----------|--------------|-------------|------------|--------------|
| All enabled campaigns                                                                          |                                                                                                  |               |               |                                      | 2,082,846 | 41,404 | 1.99%  | \$14.40  | \$596,412.79 | 1,424.87    | 3.44%      | \$418.57     |
| ●  [Redacted] | \$1,000.00/day  | Limited by se | Search        | <a href="#">Target CPA</a>           | 952,267   | 14,679 | 1.54%  | \$17.32  | \$254,263.05 | 649.10      | 4.42%      | \$391.72     |
| ●  [Redacted] | \$1,200.00/day  | Eligible      | Search        | <a href="#">Target CPA</a>           | 399,537   | 7,892  | 1.98%  | \$13.30  | \$104,965.80 | 266.60      | 3.38%      | \$393.72     |
| ●  [Redacted] | \$75.00/day     | Eligible      | Search        | <a href="#">Maximize conversions</a> | 40,833    | 1,899  | 4.65%  | \$23.44  | \$44,510.68  | 65.09       | 3.43%      | \$683.83     |
| ●  [Redacted] | \$550.00/day    | Eligible      | Search        | CPC (enhanced)                       | 40,873    | 6,165  | 15.08% | \$5.25   | \$32,343.07  | 191.47      | 3.11%      | \$168.92     |
| ●  [Redacted] | \$800.00/day    | Eligible      | Search        | <a href="#">Maximize conversions</a> | 193,006   | 2,748  | 1.42%  | \$10.17  | \$27,947.72  | 83.20       | 3.03%      | \$335.91     |
| ●  [Redacted] | \$150.00/day    | Eligible      | Search        | <a href="#">Maximize conversions</a> | 49,653    | 483    | 0.97%  | \$33.95  | \$16,397.95  | 14.70       | 3.04%      | \$1,115.51   |
| ●  [Redacted] | \$25.00/day     | Eligible      | Search        | <a href="#">Maximize conversions</a> | 47,655    | 533    | 1.12%  | \$28.63  | \$15,258.62  | 11.09       | 2.08%      | \$1,376.03   |
| ●  [Redacted] | \$100.00/day    | Eligible      | Search        | <a href="#">Maximize conversions</a> | 30,052    | 465    | 1.55%  | \$25.66  | \$11,929.77  | 13.60       | 2.92%      | \$877.19     |
| ●  [Redacted] | \$50.00/day     | Eligible      | Search        | <a href="#">Maximize conversions</a> | 32,852    | 301    | 0.92%  | \$36.72  | \$11,053.46  | 9.20        | 3.06%      | \$1,201.46   |
| ●  [Redacted] | \$100.00/day    | Eligible      | Search        | <a href="#">Maximize conversions</a> | 97,467    | 659    | 0.68%  | \$16.73  | \$11,027.35  | 5.00        | 0.76%      | \$2,205.47   |

- ✓ Above is a view of all Search campaigns that spent more than \$10,000 and had 5 or more conversions over 2021 (total averages on top line). Brafton recommends using this type of overarching data to make campaign optimization decisions monthly resulting in Company XYZ saving wasted budget and impacting the bottom line.



# Keyword Strategy Recommendations

- To improve the overarching keyword strategy, we recommend an adjustment of keyword match type. We recommend reducing (but not eliminating) Broad match efforts and increasing Phrase and Exact match keywords. We also specifically recommend the creation of the following campaigns, defined by match type:
  - Competitor brand terms - exact
  - [Client Name 1] - phrase
  - [Client Name 2] - phrase
  - Company XYZ - exact + phrase (A/B testing both as separate campaigns)
- Less than 10% of your current keywords are using Broad match, which is great (although we do recommend reducing further). However, these keywords account for a disproportionate amount of the overall budget. This is concerning as it suggests that we are driving lower-intent traffic, and likely paying for unwanted clicks. Specific concerns we identified:
  - More than 50% of the entire budget was used up by Broad Match keywords
  - Only 37 of the 182 currently enabled keywords drove ANY conversions
  - The highest CPA was seen in Broad Match keywords, as high as \$3000.00

# Keywords by CPA (last 90 days)

| Keyword    | Match type   | Campaign | Ad group | Status                                                 | Max. CPC | Cost         | Impr.   | Clicks | CTR    | Avg. CPC | Conversions | Conv. rate | ↓ Cost / conv. |
|------------|--------------|----------|----------|--------------------------------------------------------|----------|--------------|---------|--------|--------|----------|-------------|------------|----------------|
| Keywords 2 |              |          |          |                                                        |          | \$226,392.86 | 549,235 | 12,261 | 2.23%  | \$18.46  | 388.20      | 3.17%      | \$583.19       |
|            | Exact match  |          |          | Eligible (Limited)<br>Rarely shown (low Quality Score) | —        | \$2,450.84   | 4,538   | 54     | 1.19%  | \$45.39  | 0.50        | 0.93%      | \$4,901.68     |
|            | Exact match  |          |          | Eligible (Limited)<br>Rarely shown (low Quality Score) | —        | \$8,850.19   | 5,154   | 145    | 2.81%  | \$61.04  | 3.00        | 2.07%      | \$2,950.06     |
|            | Broad match  |          |          | Eligible                                               | —        | \$7,346.98   | 15,240  | 136    | 0.89%  | \$54.02  | 2.50        | 1.84%      | \$2,938.79     |
|            | Broad match  |          |          | Eligible                                               | —        | \$575.68     | 1,963   | 25     | 1.27%  | \$23.03  | 0.20        | 0.80%      | \$2,878.40     |
|            | Exact match  |          |          | Eligible                                               | —        | \$2,098.32   | 1,694   | 183    | 10.80% | \$11.47  | 1.00        | 0.55%      | \$2,098.32     |
|            | Phrase match |          |          | Eligible (Limited)<br>Rarely shown (low Quality Score) | —        | \$4,567.45   | 29,608  | 198    | 0.67%  | \$23.07  | 2.50        | 1.26%      | \$1,826.98     |
|            | Phrase match |          |          | Eligible                                               | —        | \$2,573.99   | 1,966   | 47     | 2.39%  | \$54.77  | 1.70        | 3.62%      | \$1,514.11     |
|            | Broad match  |          |          | Eligible (Limited)<br>Rarely shown (low Quality Score) | —        | \$741.04     | 293     | 21     | 7.17%  | \$35.29  | 0.50        | 2.38%      | \$1,482.08     |
|            | Broad match  |          |          | Eligible                                               | —        | \$1,388.28   | 7,053   | 148    | 2.10%  | \$9.38   | 1.00        | 0.68%      | \$1,388.28     |
|            | Phrase match |          |          | Eligible                                               | —        | \$1,281.88   | 4,328   | 84     | 1.94%  | \$15.26  | 1.00        | 1.19%      | \$1,281.88     |
|            | Broad match  |          |          | Eligible                                               | —        | \$629.74     | 3,156   | 37     | 1.17%  | \$17.02  | 0.50        | 1.35%      | \$1,259.48     |
|            | Broad match  |          |          | Eligible                                               | —        | \$1,075.26   | 2,157   | 56     | 2.60%  | \$19.20  | 1.00        | 1.79%      | \$1,075.26     |
|            | Phrase match |          |          | Eligible                                               | —        | \$408.20     | 254     | 9      | 3.54%  | \$45.36  | 0.40        | 4.44%      | \$1,020.50     |

Above is a view of the Company XYZ PPC Keywords, sorted by Cost per Conversion, that averaged a CPA of more than \$1,000. We recommend optimizations around this list specifically because of the very high cost/conv. Other opportunities around this list relate to improving the quality score, which we anticipate would reduce their CPA.

# Paid Keyword Analysis

## Getting to the point, literally:

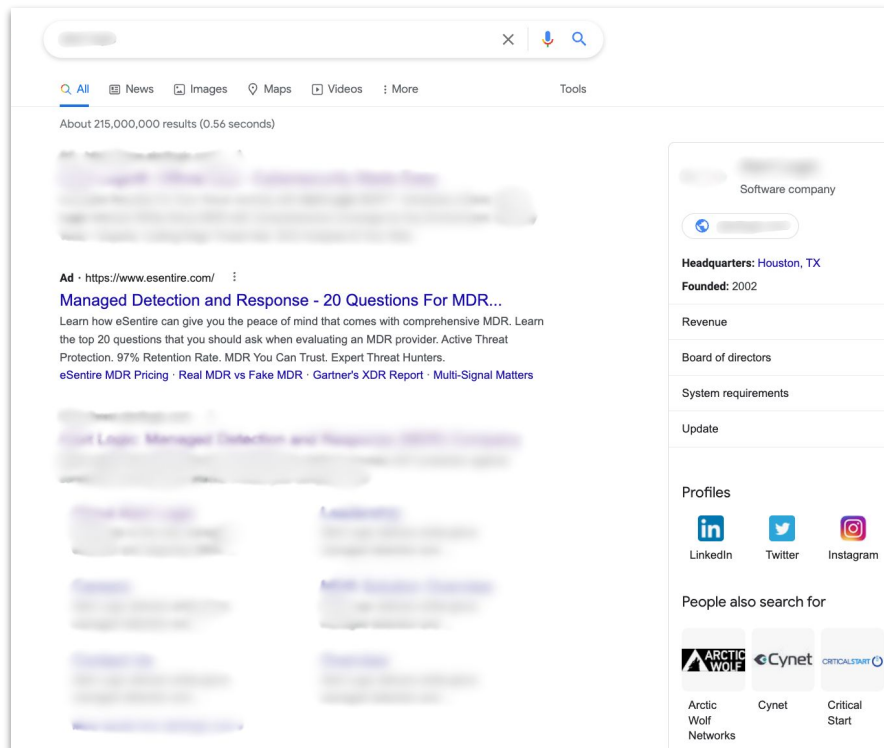
- To the right, you will see major keywords in your space relating to your offerings. However, the vast majority of these keywords have a high competition score and high CPC. Bidding for these terms would be very expensive - we believe your competitors are overspending on these, as shown later in the audit.
- While potentially relevant, there are multiple keywords enabled in your PPC account that have very high-volume search traffic on Google, which can eat up the monthly budget. These keywords can also be overly generic, bringing in unqualified traffic regardless of the CPC.
- Going forward, we recommend avoiding generic search phrases or keywords in favor of a more precise, targeted keyword-based approach in both services and competitor PPC campaigns.

| Keyword | Pos. ↑ | Diff. ↑ | Volume ↑ | CPC (USD) ↑ | Costs (USD) ↑ | Costs % ↑ | Com. ↑ | Results ↑ | Trend |
|---------|--------|---------|----------|-------------|---------------|-----------|--------|-----------|-------|
|         | → 1    | new     | 27,100   | 1.09        | 1.4K          | 1.8       | 0.83   | 588M      |       |
|         | → 1    | new     | 27,100   | 7.12        | 9.1K          | 11.6      | 0.19   | 99        |       |
|         | → 3    | new     | 27,100   | 7.12        | 1.7K          | 2.2       | 0.19   | 11.1M     |       |
|         | → 3    | new     | 27,100   | 7.12        | 1.7K          | 2.2       | 0.19   | 12M       |       |
|         | → 2    | new     | 27,100   | 7.12        | 2.5K          | 3.2       | 0.19   | 92        |       |
|         | → 2    | new     | 27,100   | 7.12        | 2.5K          | 3.2       | 0.19   | 11.3M     |       |
|         | → 3    | new     | 27,100   | 7.12        | 1.7K          | 2.2       | 0.19   | 13.4M     |       |
|         | → 6    | new     | 27,100   | 3.89        | 527           | 0.7       | 0.41   | 62.4M     |       |
|         | 2 → 4  | ↓ 2     | 18,100   | 5.16        | 653           | 0.8       | 0.28   | 63.2M     |       |
|         | → 5    | new     | 18,100   | 3.16        | 285           | 0.4       | 0.28   | 32.5M     |       |
|         | → 1    | new     | 18,100   | 3.16        | 2.7K          | 3.4       | 0.28   | 41.2M     |       |
|         | → 3    | new     | 14,800   | 14.25       | 1.9K          | 2.4       | 0.35   | 1.4B      |       |
|         | → 6    | new     | 14,800   | 14.25       | 1.1K          | 1.4       | 0.35   | 93.3M     |       |
|         | → 4    | new     | 14,800   | 14.93       | 1.5K          | 2         | 0.32   | 1.5B      |       |
|         | → 4    | new     | 14,800   | 14.93       | 1.5K          | 2         | 0.32   | 861M      |       |
|         | → 2    | new     | 14,800   | 14.25       | 2.7K          | 3.5       | 0.35   | 91M       |       |
|         | → 2    | new     | 8,100    | 8.43        | 887           | 1.1       | 0.08   | 55        |       |
|         | → 1    | new     | 6,600    | 9.41        | 2.9K          | 3.7       | 0.27   | 1.3M      |       |
|         | → 2    | new     | 6,600    | 10.51       | 901           | 1.2       | 0.27   | 1.3M      |       |
|         | → 2    | new     | 6,600    | 9.55        | 819           | 1.1       | 0.48   | 2.7M      |       |
|         | → 2    | new     | 5,400    | 18.40       | 1.3K          | 1.7       | 0.58   | 0         |       |
|         | → 1    | new     | 5,400    | 17.27       | 4.4K          | 5.6       | 0.55   | 3.8B      |       |

# Ad Copy | Recommendations/Optimizations

Company XYZ's ads are structured well, but we recommend optimizing using the below, best-performing structure to increase performance:

- **Headline 1:** Add the keyword you are focusing on (Limit: 30 characters).
- **Headline 2:** Add content with a value proposition (Limit: 30 characters).
- **Headline 3:** Add a call to action (Limit: 30 characters).
- **Display Path 1:** Add first part of the keyword you added in headline 1 (Limit: 15 characters).
- **Display Path 2:** Add second part of the keyword you added in headline 1 (Limit: 15 characters).
- **Description 1:** Add expanded content with a value proposition (Limit: 90 characters).
- **Descriptions 2:** Add content with a value proposition and a call to action (Limit: 90 characters)



# Our Example | Optimizing ETA Ads (for A/B testing)\*

Final URL  
Headline 1  
Headline 2 26 / 30  
Headline 3 21 / 30  
Free Demo  
Display path 9 / 30  
Description 1 5 / 15 8 / 15  
Description 2 78 / 90

Ad

Unrival Security for Your Cloud Journey for Companies with  
Coverage for Any Environment, Watch a Free Webinar Now. Security  
Tools + Experts. Cutting-Edge Threat Intel. SOC Analysts At Your Side. 24/7 Monitoring Support.

**Assessment** **Microsoft**

Free Summary of Your Identified and  
Based on CIS Benchmarks. Responded to the

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

\* Google [announced](#) that beginning in July 2022, advertisers will no longer be able to create new ETAs or edit existing ETAs (these will continue to run and can be used for optimization of future ad creation); because of this we recommend that you have at least one responsive search ad in every ad group by June 30, 2022.

# Callout + Sitelinks and Extensions

- Upon inspection Brafton sees opportunity around leveraging Sitelinks and Extensions more at the point of ad-engagement for your more tech-savvy audience as conversion from this category take place before the user ever sees a landing page.
- We also recommend the creation and testing of new extensions.
- Going forward, Company XYZ should strategically focus on specific extensions (see next slide) that drive conversions at a lower CPA.

The screenshot displays three different Google Ads formats in a preview mode:

- Callout:** Shows a preview of an ad with a headline, description, and two callout buttons: "Schedule A Free Demo" and "Contact Us". To the right, a list of 19 sitelinks is shown, including "Bloor MDR Spotlight", "Gartner MDR Market Guide", "Cloud Security Guide", "Shared Responsibility", "Threat Detection Guide", "IDS & Vulnerability Tools", "Security Checklist", "Cloud Security Suite", "Microsoft Exchange Attack", "Security Assessment", "Watch MDR Demo On-Demand", "Secure SaaS App Design", and "AWS Security Webinar".
- Structured snippet:** Shows a preview of an ad with a headline, description, and a structured snippet. To the right, a list of 13 sitelinks is shown, including "Security Tools + Experts", "Cutting-Edge Threat Intel", "SOC Analysts At Your Side", "24/7 Monitoring Support", "Built for AWS", "Continuous Compliance", "Managed SOC Services", "Log Review by Experts", "Incident Response in Min", "24/7 Security Monitoring", "Automated Audit Trails", "Trusted By 4,000+ Clients", and "Cloud-Native Solutions".
- Sitelinks:** Shows a preview of an ad with a headline, description, and a list of sitelinks. To the right, a list of 13 sitelinks is shown, including "Types: Managed Cloud Security, MDR Services, Container Security, Configuration Management, Vulnerability Management, Network Threat Detection, Web Application Security, Intrusion Detection, Log Management" and "Brands: AWS, Azure, GCP, Hybrid".

# Callout Extensions by Conversion Rate *(last 90 days)*

| ● Extension               | Level   | Status   | Impr.  | Cost        | Clicks | CTR    | Conversions | ↓ Conv. rate |
|---------------------------|---------|----------|--------|-------------|--------|--------|-------------|--------------|
| Account                   |         |          |        |             |        |        |             |              |
| ● [REDACTED]              | Account | Eligible | 50,795 | \$38,235.91 | 1,685  | 3.32%  | 61.20       | 3.63%        |
| ● [REDACTED]              | Account | Eligible | 59,129 | \$40,525.50 | 1,846  | 3.12%  | 63.20       | 3.42%        |
| ● [REDACTED]              | Account | Eligible | 44,749 | \$29,052.31 | 1,501  | 3.35%  | 44.70       | 2.98%        |
| ● [REDACTED]              | Account | Eligible | 6,099  | \$2,070.87  | 94     | 1.54%  | 2.00        | 2.13%        |
| ● [REDACTED]              | Account | Eligible | 11,823 | \$5,342.07  | 282    | 2.39%  | 1.50        | 0.53%        |
| ● [REDACTED]              | Account | Eligible | 3,152  | \$1,312.59  | 55     | 1.74%  | 0.00        | 0.00%        |
| ● [REDACTED]              | Account | Eligible | 1,337  | \$630.64    | 31     | 2.32%  | 0.00        | 0.00%        |
| ● [REDACTED]              | Account | Eligible | 1,130  | \$446.18    | 25     | 2.21%  | 0.00        | 0.00%        |
| ● [REDACTED]              | Account | Eligible | 1,044  | \$355.99    | 23     | 2.20%  | 0.00        | 0.00%        |
| ● [REDACTED]              | Account | Eligible | 987    | \$258.04    | 19     | 1.93%  | 0.00        | 0.00%        |
| ● [REDACTED]              | Account | Eligible | 942    | \$249.86    | 19     | 2.02%  | 0.00        | 0.00%        |
| ● [REDACTED]              | Account | Eligible | 5      | \$7.72      | 1      | 20.00% | 0.00        | 0.00%        |
| ● [REDACTED]              | Account | Eligible | 0      | \$0.00      | 0      | —      | 0.00        | —            |
| Total: Callout extensions |         |          | 63,376 | \$41,568.32 | 1,906  | 3.01%  | 64.20       | 3.37%        |

# Landing Page Recommendations

B

- A significant amount of budget has been spent driving traffic to low-converting landing pages. Most notably, one landing page had nearly \$50,000 in paid traffic while producing fewer than 5 conversions.
- Of the top 10 most-costly landing pages, only 4 had a conversion rate above 3%.
- We discovered that some of your landing pages did not include copy containing any of the account's top 10 highest search volume phrases or keywords.
- We recommend adding images or video to educate users and provide a better user experience (underneath the CTA).
- Add logos of companies that Company XYZ has worked with in the past, current certifications or awards, and customer testimonials to further improve conversion rate.

**Watch Our MDR Demo On-Demand**

White-glove Managed Detection and Response (MDR) with comprehensive coverage for public clouds, SaaS, on-premises, and hybrid environments

In this 8 minute video, we'll demonstrate:

- ✓ The value our customers receive from day 1, through asset discovery, visualization and recommendations for enhancing your security posture
- ✓ How [redacted] provides comprehensive attack surface coverage across public clouds, SaaS, on-premises, and hybrid environments
- ✓ How our embedded SOAR, automated response and expert guidance help reduce dwell time and the impact of an attack
- ✓ The data and insights available to customers at all times through dashboards, notifications and ITSM integrations
- ✓ Common customer use cases, compliance mandates and attack scenarios that [redacted] addresses
- ✓ How our white-glove customer experience delivers a personalized solution and a team of dedicated cybersecurity experts

aws partner network  
Advanced Technology  
Leader

Start Watching the MDR Demo Instantly

First Name \* Last Name \*

Company Name \*

Email Address \*

Phone Number \*

Country \*

☐ I have acknowledged that I have read and agree to the Terms of Use and the AlertLogic privacy policy. \*

☐ I may also receive marketing communications regarding security updates, solutions, and events. I can unsubscribe at any time.

**WATCH DEMO**

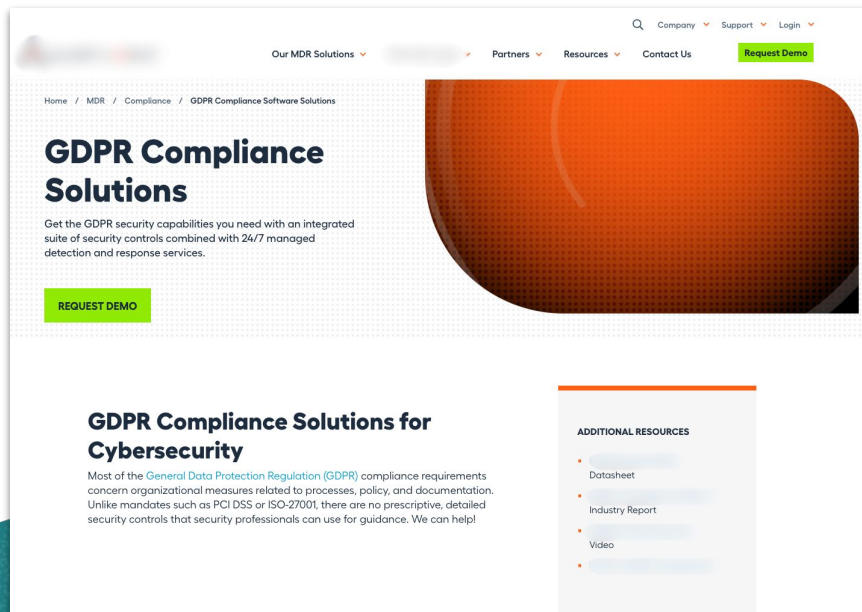
# Landing Page Recommendations (Cont.)

| Landing page                                | Mobile speed score | Mobile-friendly click rate | Valid AMP click rate | Conv. tracking compatibility rate | ↓ Cost      | Clicks | Conversions | Conv. rate | Cost / conv. |
|---------------------------------------------|--------------------|----------------------------|----------------------|-----------------------------------|-------------|--------|-------------|------------|--------------|
| total: Filtered landing pages ②             | 5/10               | 80%                        | —                    | N/A                               | \$52,142.44 | 3,353  | 32.80       | 0.98%      | \$1,589.65   |
| <a href="#">View expanded landing pages</a> | —                  | —                          | —                    | 97%                               | \$7,166.83  | 118    | 3.00        | 2.54%      | \$2,388.94   |
| <a href="#">View expanded landing pages</a> | 5/10               | 62%                        | —                    | 100%                              | \$5,897.02  | 164    | 2.20        | 1.34%      | \$2,680.46   |
| <a href="#">View expanded landing pages</a> | —                  | 10%                        | —                    | 100%                              | \$4,262.80  | 88     | 3.00        | 3.41%      | \$1,420.93   |
| <a href="#">View expanded landing pages</a> | —                  | —                          | —                    | —                                 | \$3,494.04  | 171    | 1.62        | 0.95%      | \$2,152.39   |
| <a href="#">View expanded landing pages</a> | —                  | —                          | —                    | 100%                              | \$3,082.48  | 507    | 0.00        | 0.00%      | \$0.00       |
| <a href="#">View expanded landing pages</a> | —                  | —                          | —                    | 100%                              | \$2,971.30  | 287    | 1.00        | 0.35%      | \$2,971.30   |
| <a href="#">View expanded landing pages</a> | —                  | —                          | —                    | N/A                               | \$2,766.63  | 172    | 2.90        | 1.69%      | \$954.01     |
| <a href="#">View expanded landing pages</a> | —                  | —                          | —                    | —                                 | \$2,581.40  | 58     | 3.00        | 5.17%      | \$860.47     |
| <a href="#">View expanded landing pages</a> | —                  | 58%                        | —                    | 100%                              | \$2,403.91  | 327    | 3.00        | 0.92%      | \$801.30     |

Above is a screenshot showing your landing pages that had **less than 5** conversions during the year 2021, sorted by cost to Company XYZ. The total amount of budget these landing pages cost for last year was **\$52,142.44**.

# Landing Page Recommendations (Cont.)

- Create new landing pages for different topics and/or services that Company XYZ is focusing on for 2022. New campaigns should be created for these landing pages to test conversion results.
- Create duplicates of the top 3 performing landing pages and repurpose and optimize for use on other Company XYZ Campaigns.
- We recommend removing landing pages that are not converting and begin testing the removal of those with less than 5 conversions.



# PPC Competitor Analysis

The below competitors were discovered during our deep-dive of all companies using Google Ads to target similar audiences and the actual brand term “Company XYZ” (and variations); the overlap of common keywords are some of the highest performing keywords found throughout the PPC audit. Our recommendations would be to increase the number of paid keywords that are related to these companies, find new opportunities to gain paid search impression share from market competitors, and go after new “low-hanging fruit” keywords in the space.

1. **competitor1.com** - The approximate amount spent on paid traffic in January 2022 was \$115,000 across 3,800 keywords, of these 60 (paid) and 800 (organic) were in common with Company XYZ - \*changes monthly
2. **competitor2.com** - The approximate amount spent on paid traffic in January 2022 was \$250,000 across 2,600 keywords, of these 165 (paid) and 2,600 (organic) were in common with Company XYZ - \*massive spender
3. **competitor3.com** - The approximate amount spent on paid traffic in January 2022 was \$170,000 across 1,900 keywords, of these 114 (paid) and 302 (organic) were in common with Company XYZ - \*targeting our keywords
4. **competitor4.com** - The approximate amount spent on paid traffic in January 2022 was \$160,000 across 1,100 keywords, of these 52 (paid) and 4,100 (organic) were in common with Company XYZ - \*major player in SaaS
5. **competitor5.com** - The approximate amount spent on paid traffic in January 2022 was \$18,000 across 311 keywords, of these 32 (paid) and 380 (organic) were in common with Company XYZ - \*trending upwards fast



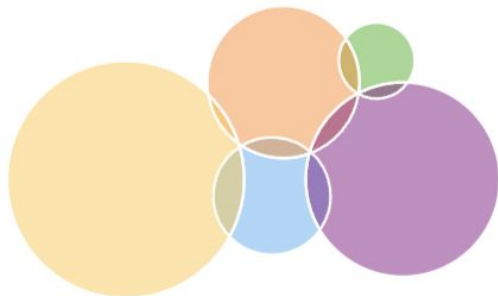
# PPC Competitor Analysis (Cont.)

Database: United States | Device: Desktop | Date: Feb 27, 2022 | Currency: USD

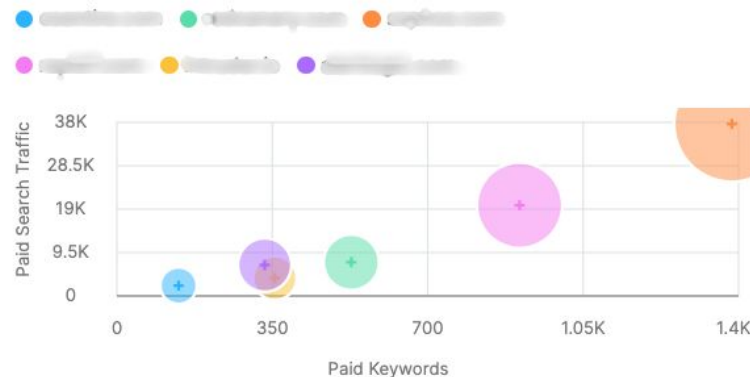
Root Domain:  Root Domain:  Root Domain:  Root Domain:  Root Domain:

Organic keywords ☒ Paid ☐ PLA ☐ Select keyword type for each domain

## Keyword Overlap



|                                     |                      |      |
|-------------------------------------|----------------------|------|
| <input checked="" type="checkbox"/> | <input type="text"/> | 303  |
| <input checked="" type="checkbox"/> | <input type="text"/> | 127  |
| <input checked="" type="checkbox"/> | <input type="text"/> | 510  |
| <input checked="" type="checkbox"/> | <input type="text"/> | 830  |
| <input checked="" type="checkbox"/> | <input type="text"/> | 1.2K |



We ran a query using the search keyword “mdr” (and its 196 variations) as an example **competitorX or competitorZ** held the #1 spot for 90% of all searches done in December 2021. This data only improved slightly when looking at January 2022, so our recommendation is to analyze competitor data as it tracks month over month, and make adjustments in high-performing keywords maximum CPCs to help **Company XYZ** stay in competition of those top ranking spots each month. We also recommend going after new and constantly changing keyword opportunities that are untapped by Company XYZ or any of its competitors.

# PPC Audit Recommendation Summary

**Brafton recommends continuing to optimize current Google Ads efforts while also launching a data-focused paid search campaign ramp-up strategy - to feature/include the following:**

- **Budget (Campaigns and Ad Groups)**

- Brafton recommends going forward with a slightly lower monthly PPC budget - where this strategy will use optimized the data to keep Company XYZ ads in front of consumers when most interested - holding onto your authority in the industry.

- **Keywords**

- We recommend the addition of keywords that show high search volume for “cloud security” and “cyber security” based searches; Google and SEMRush data both show a trend of increases in searches for similar keywords; this strategy will be in addition to increasing both Company XYZ branded and competitor keyword targeted campaigns.

- **Extensions and Callouts**

- Brafton recommends implementing more Google Ads extensions and callout-based sitelinks to increase ad authority (and increase CTR) within the engine, as well as giving users more ways to become part of the marketing funnel.

- **Discovery Campaigns and New Paid Media Opportunities**

- Discovery ads represent a new awareness opportunity, to drive improved ad performance across the YouTube Home Feed, Gmail, and Google Discover Feed - all of which are targeted with Audiences, not keyword-based search intent targeting.



# What's Next for [Company XYZ] and Paid Search

## The Present

- **Solid fundamentals, but room for improvement:** Because of information provided during our initial discovery call with the team at Company XYZ we were well aware that performance of your Google Ads account was going well. And while we found that this was absolutely the case we are very confident that there are areas of improvement to be made and new areas to explore.
- **A need for greater innovation:**  
During the time spent exploring the practices and current results of your Paid Search efforts we found the industry (and your competitors are trending forward quickly), thus the need for an ongoing relationship with your Paid Search Specialist at the Braffon agency would be beneficial on multiple levels - conversion increase, filling the marketing funnel, optimization of spend, exploring new media markets, and a data-driven exploration of ROI.

## The Future

- **Tactical improvements:**  
Thanks to our initial discovery call and the opportunity to audit Company XYZ's Google Ads account we have come up with a number of optimizations that will lower your monthly spend (allowing for a better ROI when including agency management costs) without decreasing the number of leads or conversions coming in from the PPC efforts.
- **New experiments and testing:**  
Because of our working relationship with Company XYZ, our Paid Search Specialist will have a better understanding of the overall marketing strategy, both current and future, setting the way for driving more revenue to your business.
- **Ongoing monitoring, analysis and optimizations:**  
Our in-depth reporting will allow for monthly PPC improvements.



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