



## **Pizza Restaurant Google Ad Campaign**

*This pizza restaurant located on the Jersey Shore is seasonal, opening only for the summer months. The challenges were the short notice and performance expectations.*

*Beginning June 16, 2022 we relaunched the entire campaign and achieved the following:*

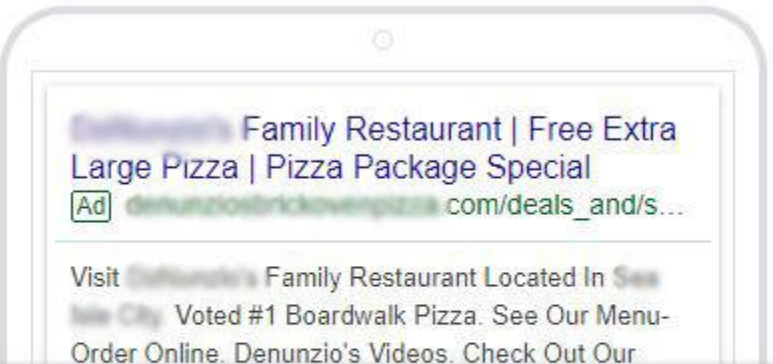
*Increased Clicks, Impressions, CTR and Conversions over 50% as compared to the same time period in 2021. More importantly we reached the client's stated goal of increasing revenue 25% or better as compared to the same time period in 2021*

### **How did we do it?**

- The addition and testing of responsive search ads to accommodate various headlines and descriptions used to interest different audiences*
- Adjusting the keyword strategy by adding negative keywords to narrow the target audience interacting on the ad (to reduce the CPC on searches not related to the client's business)*
- Including and updating various extensions: to reflect the client's latest specials throughout reported months*
- Adding a maximum CPC to the campaign: this would ensure the client's ads are bidding effectively and efficiently*



Ad	Impressions	Clicks ▾	CTR ▾
● Enabled	18,263	1,475	8.08%



Ad	Impressions	Clicks ▾	CTR ▾
● Enabled	1,238	100	8.08%