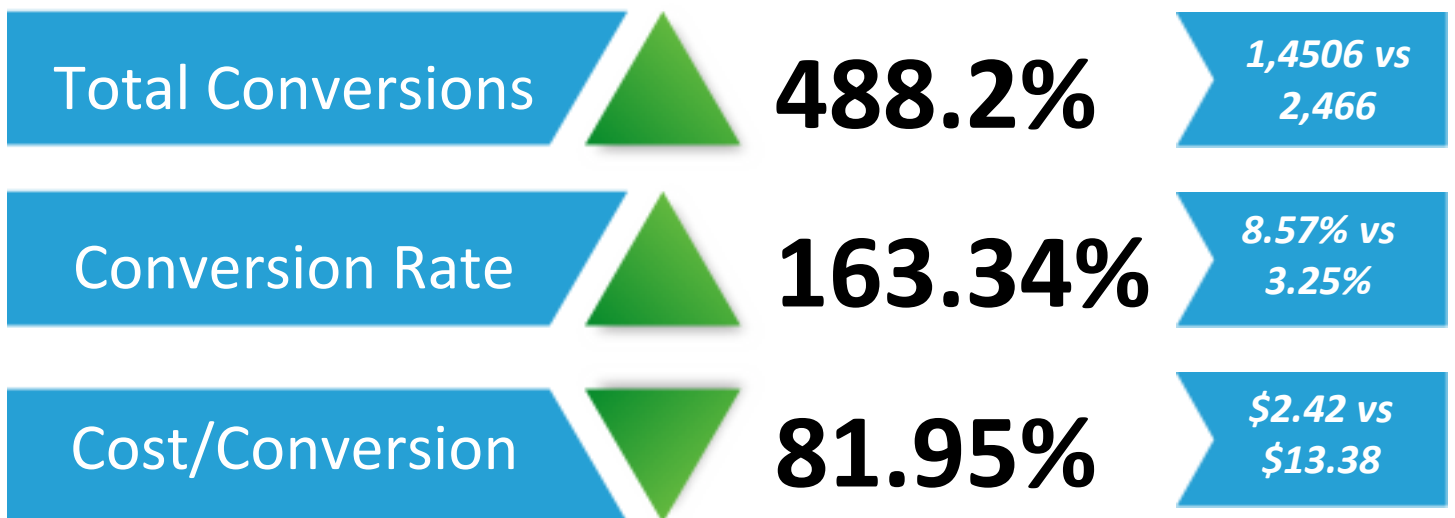
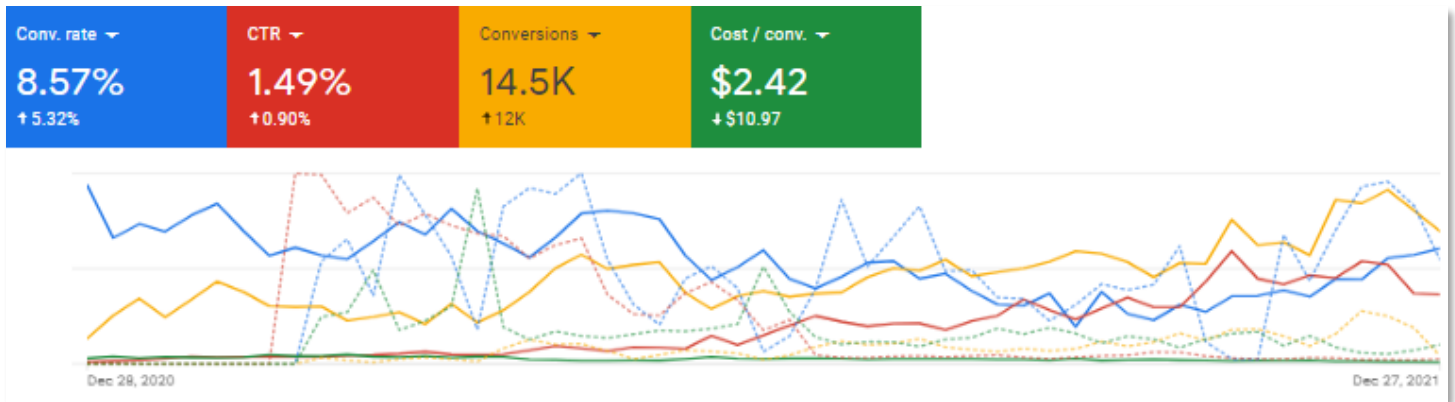


Industry: Grocery



We first onboarded this client for SEM in January 2020. Our first year saw great success as we rebuilt the account; however, results really took off in 2021! Over the course of the year, we saw conversions increase by over 488% for only a 6% increase in ad spend. That equates to a massive \$10.97 (81%) drop in cost/conversion. We accomplished all this by fine-tuning our custom audience segments, improving our messaging, and leveraging advanced SEM strategies with the help of our Google Partners. All conversion actions are engagement and leads-based, including recipe downloads, newsletter sign-ups, etc.

