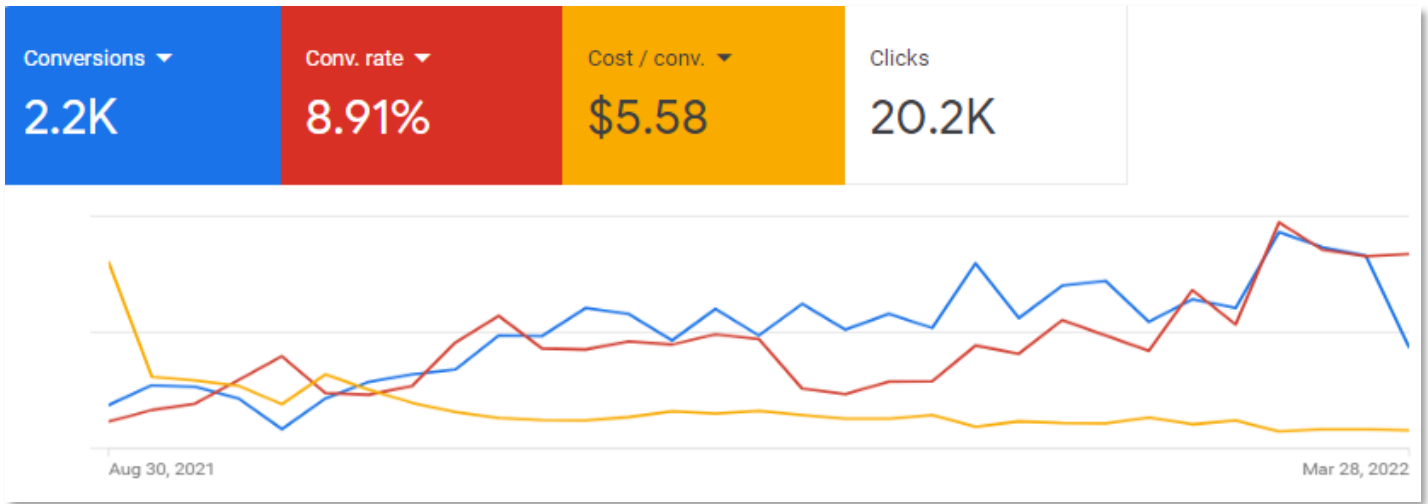


## Industry: Pet Supply



Total Conversions		82.34%	<b>2,202</b> VS 1,208 <i>Over a 6-Month Period</i>
Conversion Rate		554.70%	<b>8.91%</b> VS 1.36% <i>Over a 6-Month Period</i>
Cost Per Conversion		71.91%	<b>\$5.58</b> VS \$19.86 <i>Over a 6-Month Period</i>

This client began engaging in SEM services with SocialSEO in July 2020. Their main goal was to build brand awareness and drive users to find their products at various retailers from their website. We developed a holistic, multi-channel strategy to reach new users, reengage existing users, and increase overall brand visibility. Over a 6-month period, we were able to increase our client's total conversion volume by over 80%, while reducing average cost per conversion by over 70%. Through careful monitoring, testing, and optimization, we were able to gradually increase overall account conversion rate to a record-high 17.71% in March of 2022.

