

# Google Ads Case Study



Exclusive Networks is a global trusted cybersecurity specialist helping to drive the transition to a totally trusted digital world for all people and organisations.



## GOOGLE ADS – FORTINET CAMPAIGN

Fortinet secures the largest enterprise, service provider, and government organizations around the world. Fortinet empowers its customers with intelligent, seamless protection across the expanding attack surface and the power to take on ever-increasing performance requirements of the borderless network—today and into the future.



### GOALS

- Drive traffic to the Exclusive Networks, Fortinet landing page.
- Raise awareness of the Fortinet solution by ensuring first page placement on the Google search platform within industry.

## AT A GLANCE

The campaign was run over a period of one month at a budget of R10,000.00 per month.

## RESULTS

- **Clicks:** 190k
- **Leads:** 4.53k
- **Click-through-rate:** 2.38%
- **Average Cost Per Click:** R2.22



## APPROACH

This campaign focused on driving awareness to the Fortinet solution through the targeting of keywords directly relating to the brand, the security industry, and competitors in the cyber security field.

### Defined campaign audience

- Running search ad campaigns.
- Targeting was broken up into 3 different groups of keywords.
- Leveraging dynamic ads.
- Monitoring and ensuring that optimization score is at 100%

### Compelling creative was created to drive possible leads to action

This campaign was extremely successful in its goals and displayed the power of google ads PPC campaigns to drive traffic and awareness for local businesses at a small budget.



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