

# Google Ads Case Study



MKAD Engineering Solutions (PTY) Ltd is a mechanical engineering company which specialises in equipment inspection and tailor-made architecture of machinery.



## GOOGLE ADS – MKAD ENGINEERING SOLUTIONS CAMPAIGN

MKAD Engineering Solution (PTY) Ltd comprises of a number of highly qualified individuals with a unique combination of backgrounds in research and practical implementation experience in their fields of expertise. This unique combination enables us to implement the best available technology in an applicable, appropriate and practical way in developing areas/environments. Raymond Neville Willard, the owner, has more than 20 years of experience in engineering.



### GOALS

- Drive traffic to the website.
- Raise awareness by ensuring first page placement on the Google search platform within industry.

## AT A GLANCE

The campaign was run over a period of three months at a budget of R6,000.00 per month.

## RESULTS

- **Clicks:** 123 000
- **Impressions:** 4.53k
- **Click-through-rate:** 4.49%
- **Average Cost Per Click:** R3.09



## APPROACH

The focus of this campaign is to increase the number of clicks and clickthrough rates (CTR) on the MKAD site if you want to increase traffic. Making great ads with ad text and strong keywords to target highly relevant and compelling traffic to MKAD Engineering Solutions and closely monitoring clicks, CTR, keywords, and search terms.

### Defined campaign audience

- Running search ad campaign.
- Leveraging dynamic ads.
- Targeting specific keywords.
- 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



[www.digitalstream.co.za](http://www.digitalstream.co.za)



[info@digitalstream.co.za](mailto:info@digitalstream.co.za)



+27 (0) 71 596 9089

