



RESULTS OF IMPLEMENTED GOOGLE ADWORDS CAMPAIGN

for a Veterinary Clinic in Las Vegas

Implemented Settings

Campaign Objective	: Traffic, Leads, and Conversions
Type Campaign	: Search Network Only
Location	: Las Vegas, USA
Detailed Targeting	: People Who Match: Interests: Pets, Veterinary clinics, animal hospitals
Optimization Campaign Delivery	: Link Clicks to the website

Top Performing Keywords

Keywords	Impressions	Clicks	CTR	Cost per click	Conversions
+las +vegas +vets	3,983	96	2.41%	\$373.09	14
+veterinarian +las +vegas	2,380	75	3.15%	\$128.60	4
+dog +boarding	1,656	55	3.32%	\$84.90	2
+animal +hospital +las +vegas	1,120	18	1.61%	\$26.47	0
+veterinarian +las +vegas	1,105	23	2.08%	\$49.06	7
+dog +hotel	883	28	3.17%	\$68.30	1
+animal +clinic	717	29	4.04%	\$113.10	3
+animal +hospital +las +vegas	715	18	2.52%	\$39.74	2
+animal +clinic	612	29	4.74%	\$76.95	1
+pet +boarding	554	24	4.33%	\$44.84	1



Top Performing Ads

Ad Copy	Impressions	Clicks	CTR	Cost per click	Conversions
Free Pet Wellness Exam - Skilled Compassionate Care /Animal-Hospital/Free-Exam Make Sure Your Pet Is Healthy with A Free Exam for New Patients.	3,028	134	4.43%	\$278.85	14
Las Vegas Animal Hospital - Skilled Compassionate Care /Animal-Hospital/Free-Exam Your First Pet Exam Is Free. Short Wait & Incredible Service. Call Us Today!	3,806	99	2.60%	\$344.21	14
Free Pet Wellness Exam - Skilled Compassionate Care /Animal-Hospital/Free-Exam Make Sure Your Pet Is Healthy with A Free Exam for New Patients.	2,026	64	3.16%	\$218.06	16

