





Case Study #3

New property investment startup which showcases property listings for investment wanted to drive targeted traffic to the platform to improve their product and drive new conversions.

Our data-driven campaigns had a **4.8% average click-through rate** at an **average position of 2.3**, driving targeted traffic to the platform with over **500 conversions at a £9.34 cost per conversion** – a great example of what’s possible when a strong product funnel meets our services!

Campaign	Bid strategy type	Campaign type	Impr.	Clicks	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.	Conv. rate	Avg. pos.
● 	Manual CPC	Search	13,500	586	4.34%	£3.37	£1,975.02	202.00	£9.78	34.47%	2.5
● 	Manual CPC	Search	12,448	602	4.84%	£2.70	£1,625.43	206.00	£7.89	34.22%	1.8
● 	Manual CPC	Search	3,718	311	8.36%	£3.26	£1,014.42	111.00	£9.14	35.69%	2.0
● 	Manual CPC	Search	2,042	86	4.21%	£3.08	£265.00	25.00	£10.60	29.07%	1.6