



Google Ads



Campaign Report

July 31st - September 1st 2019

Ads Shown

Search Campaign - Custom

Best Realtor Broken Arrow, OK | Alli Hayes | Chinowth & Cohen

Ad [zillow.com/AlliHayes/ActiveListings](https://www.zillow.com/AlliHayes/ActiveListings) 918-855-5868

Need A Real Estate Agent? Look No Further. Awarded Best Of Zillow. View Her Active Listings. Contact Her Today To Buy Or Sell!

15 Years Experience · Fast Response · Local Services · Tour Any Home

4 Bed / 3.5 Bath

Custom Built, Jenks School District
3,500+ SQ/FT, Must See!

3 Bed / 1.5 Bath

Great Home, Tulsa School Districts
1,500 SQ/FT, Near Tulsa University

4 Bed / 2.5 Bath

Newly Listed with Amazing Views!
3,100 SQ/FT, Broken Arrow Schools

4 Bed / 3 Bath

Union School District, Corner Lot
2,500 SQ/FT, View Now!

Mobile

Best Realtor Broken Arrow, OK | Alli Hayes | Chinowth & Cohen | Best of Zillow 2019

Ad [zillow.com/AlliHayes/ActiveListings](https://www.zillow.com/AlliHayes/ActiveListings)

Need A Real Estate Agent? Look No Further. Awarded Best Of Zillow. View Her Active Listings. Contact Her Today To Buy Or Sell!

Display

Best Realtor Broken Arrow, OK

Alli Hayes | Chinowth & Cohen

Need A Real Estate Agent? Look No Further. Awarded Best Of Zillow.
[zillow.com](https://www.zillow.com)

OPEN

Smart Campaign - Auto

Top Realtor In Oklahoma | Alli Hayes, Chinowth & Cohen

Ad www.zillow.com

Alli Hayes Is A Multi-Million Dollar Producer With Over 16 Active Years In The Industry.

2625 S. Elm Pl., Broken Arrow, OK

Top Realtor Broken Arrow, OK | Alli Hayes | Chinowth & Cohen

Ad www.zillow.com

We Can Sell Your Home or Find Your Dream Home! Act Now For a Consultation.

2625 S. Elm Pl., Broken Arrow, OK

Real Estate Agent Alli Hayes | Top Chinowth & Cohen Realtor

Ad www.zillow.com

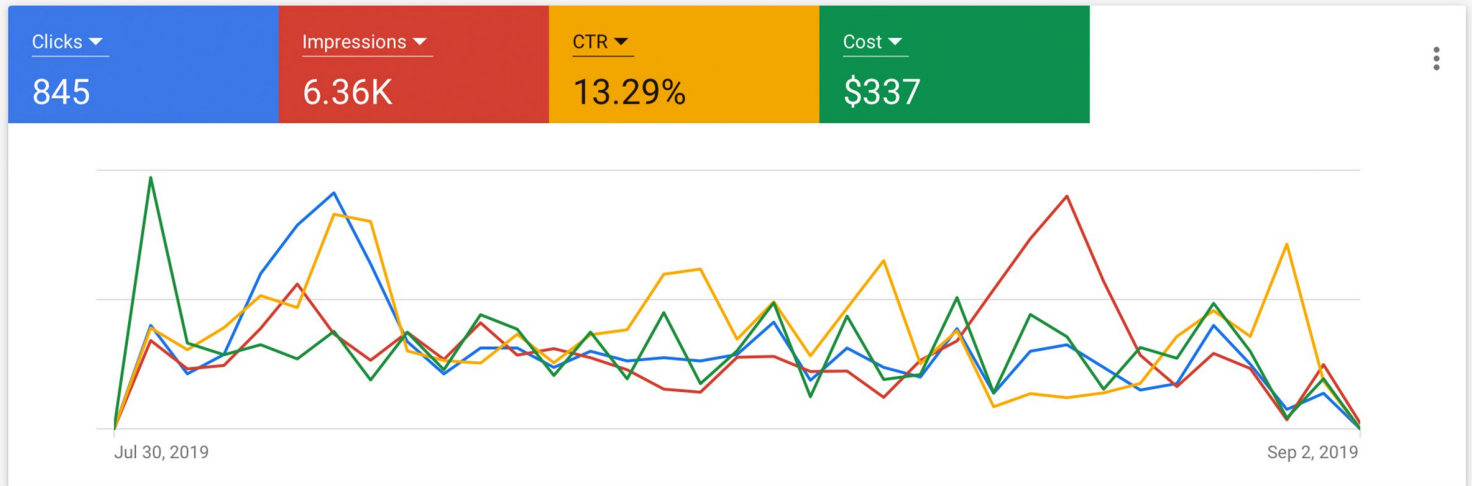
Experienced Realtor With 16 Years Experience. Call or Text Today Find Your...

2625 S. Elm Pl., Broken Arrow, OK

Results

Breakdown

Both Campaigns



Clicks: How many people clicked the ads

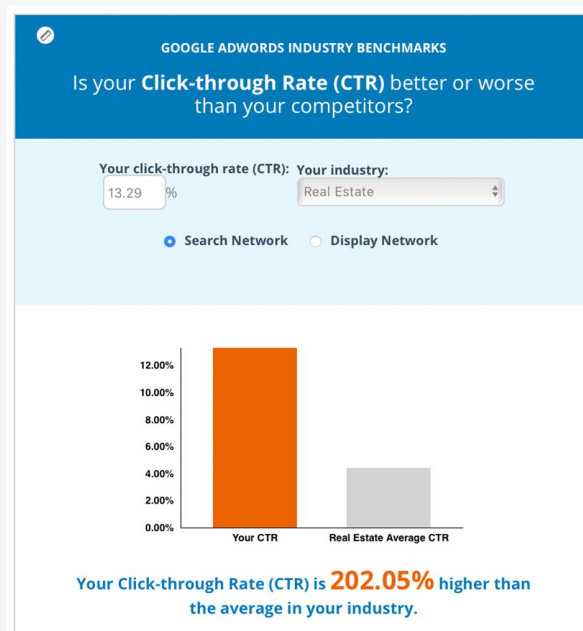
Impressions: How many times the ad is shown

CTR: A ratio showing how often people who see your ad end up clicking it

Cost: Money spent

How does this compare?

Via wordstream.com




Results - cont.


Breakdown


Campaigns			
	Cost	Clicks	CTR
Smart Campaign - Auto	\$176.91	254	5.97%
Search Campaign - Custom	\$160.09	591	28.09%

Keywords			
Words or phrases describing your product or service that you choose to help determine when and where your ad can appear			
	Cost	Clicks	CTR
[zillow tulsa]	\$56.23	235	29.19%
[zillow broken arrow]	\$40.84	164	34.24%
+zillow +broken arrow	\$40.68	132	27.67%
+zillow +tulsa	\$14.36	51	23.61%
[homes for sale tulsa ok]	\$3.36	2	11.76%
ALL KEYWORDS >			
Page 1 of 4			

Searches 

Top words / phrases searched for that triggered the ads

Sort by: Clicks 



SEARCHES

WORDS

zillow

arrow

broken

tulsa

ok

for

oklahoma

com

homes

rent

in

for sale

74012

rentals

houses

https

www zillow

county

roken

broke

pagination

south

74014

74011

house

searchquerystate

st

home

rental

artow

available

97th



7b

savedsearchenrollmentid

7d

fir

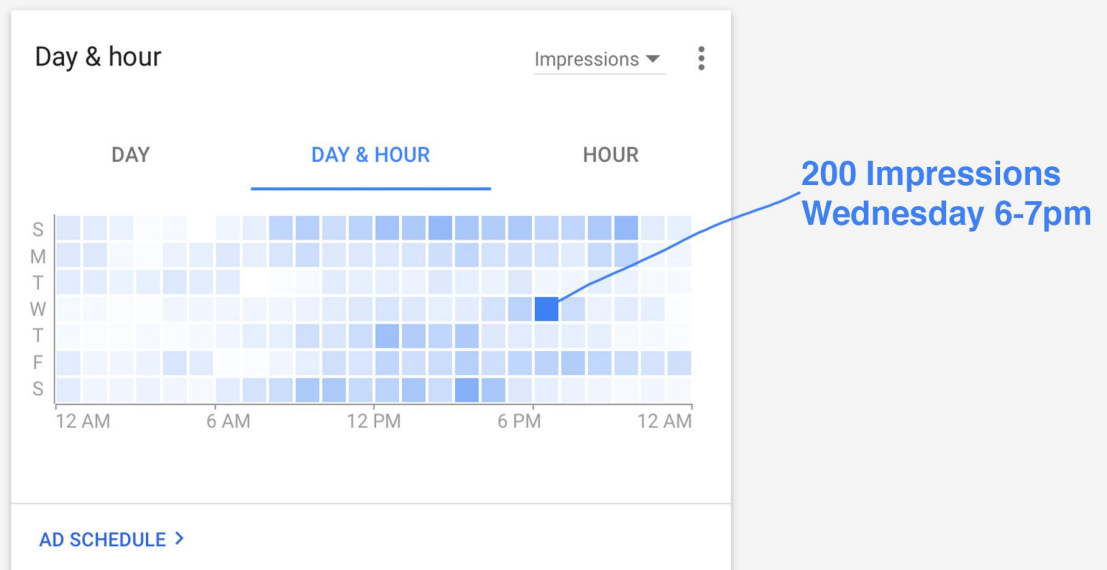
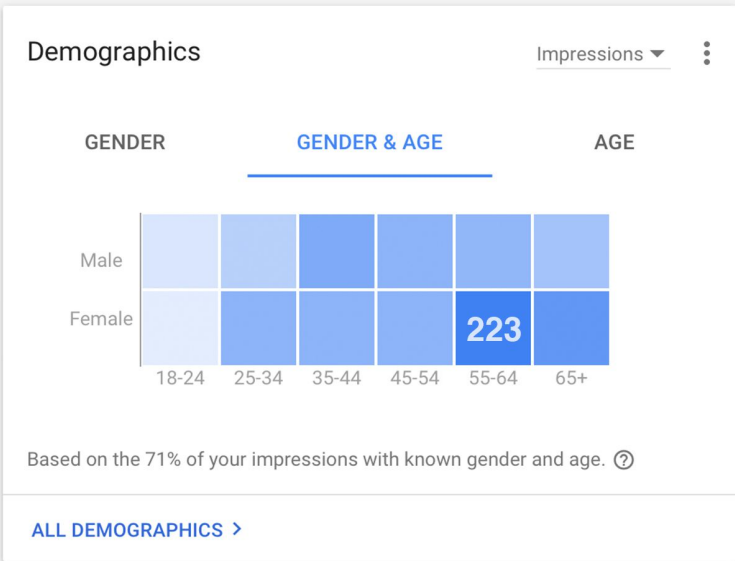
ALL SEARCHES >

Page 1 of 3  

Most-shown search ads			
Smart Campaign Custom			
Leads-Search-1 > Zillow Profile			
Ad	Impressions	Clicks	CTR
Enabled	2,104	591	28.09%
ALL SEARCH ADS >			
< 1 of 1 >			

Landing pages			
Sort by: Clicks			
https://www.zillow.com/profile/AlliHayes/			
Clicks	Avg. CPC	Cost	Clicks
493	\$0.27	\$134.28	493
ALL LANDING PAGES >			
< 1 of 1 >			

Breakdown









Statement

Breakdown

Detailed transaction view ▾

All transactions ▾

📅 Last 3 months ▾

Sep 1 – 2, 2019			 
			Ending balance: \$13.71
Date	Description	Amount (USD)	
Sep 1, 2019	Top Realtor In Oklahoma: 11 clicks	\$6.20	
			Starting balance: \$7.51
Aug 1 – 31, 2019			 
			Ending balance: \$7.51
Date	Description	Amount (USD)	
Aug 30, 2019	Automatic payment: Visa •••• 8775	-\$323.27	
Aug 1 – 30, 2019	Top Realtor In Oklahoma: 235 clicks	\$149.49	
Aug 1 – 31, 2019	Leads-Search-1: 567 clicks	\$150.20	
			Starting balance: \$31.09
Jul 1 – 31, 2019			 
Documents (1)			^
Statement (1) ⓘ 6121878014065699_20190731			
			Ending balance: \$31.09
Date	Description	Amount (USD)	
Jul 31, 2019	Top Realtor In Oklahoma: 8 clicks	\$21.20	
Jul 31, 2019	Leads-Search-1: 24 clicks	\$9.89	
			Starting balance: \$0.00

Analysis

Breakdown

Alli,

After reviewing the showcased info thoroughly, here is my analysis/breakdown. Out of the two campaigns (custom and auto), the custom campaign performed 4.5x times better than the automatically generated one. Granted, both campaigns had higher than industry average click through rates at ~28% and ~6% respectively. Wordstream.com estimates the average real estate industry click through rate to be ~4-5%. In total, the ads were placed 6,360 times. They were clicked on 845 times, giving a combined campaign click through rate of ~13.29%.

Keywords and search strings varied but the highest performers had to do with zillow, broken arrow, and homes for sale. In total, 493 clicked your Zillow landing page from the ads. The cost for that was \$134.28. This means each click cost on average around \$0.27 cents.

The ads were seen most on mobile devices, then computers, and lastly, tablets. The largest demographic to view your ads in the Tulsa/BA area were Females aged 55-64. The best time for the ads were Wednesdays from 6-7pm.

As discussed, the pricing statement shows the breakdown for last months campaign. Both campaigns had a 1 month total limit set to \$300. Both campaigns (circled in green) were under \$300 for the month but it seems that the campaign ran for an extra two days, July 31st and September 1st. This is where the \$36.98 overage came from. This extra \$36.98 was put to use though as it contributed to the analytics in this report from those two extra days of being live. In the future, if you wish to continue Google Ads, I will make sure the campaign dates are approximate so any overages do not happen again.

If you have any extra questions please feel free to ask!

Thank you,

