AZoNetwork - Google Ads Case Study

AZoNetwork were approached by a client to increase the number of relevant users whilst decreasing the overall spend.

Here are the results from the year on year comparison:

- Impressions reduced by 86%
- Yet clicks increased by 19%
- Average position reduced by 41.57%
- CTR increased 751%
- Cost reduced by 59%
- CPC reduced by 66%

Increasing the click through rate from 0.96% to 8.18% Decreasing the cost per click from £2.06 to £0.70