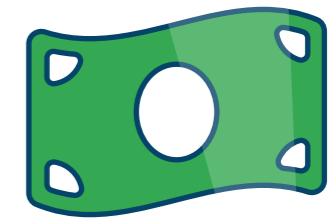


IMPRESSIONS



CLICKS



COST

AZoNetwork - Google Ads Case Study

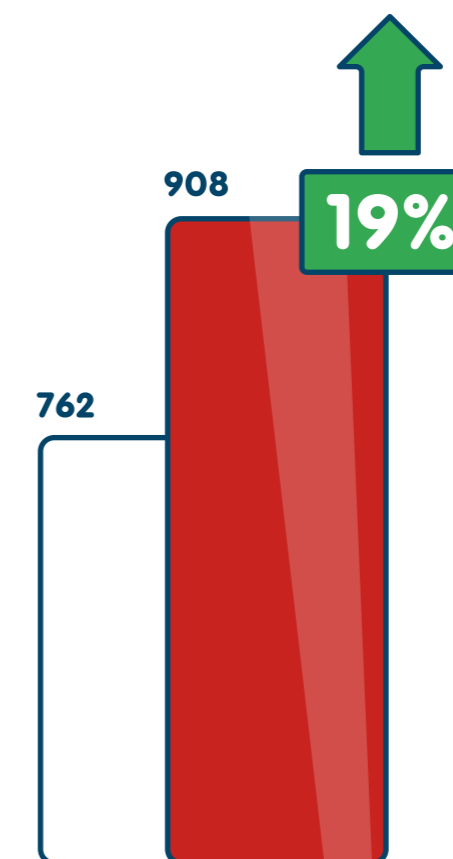
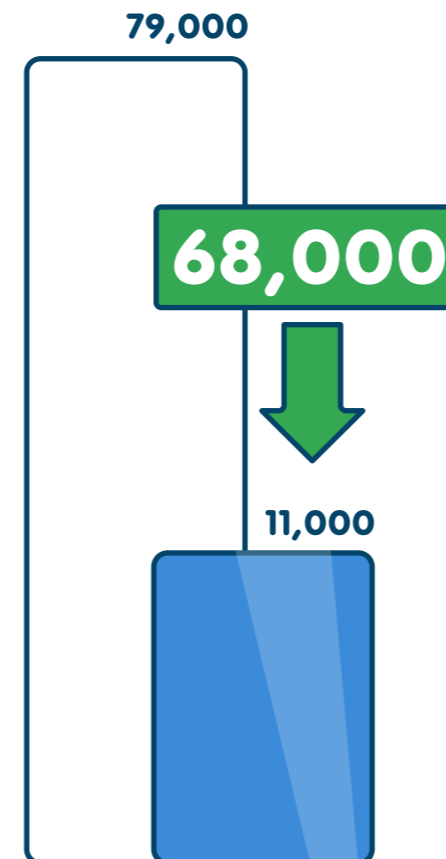
AZoNetwork were approached by a client to increase the number of relevant users whilst decreasing the overall spend.

Here are the results from the year on year comparison:

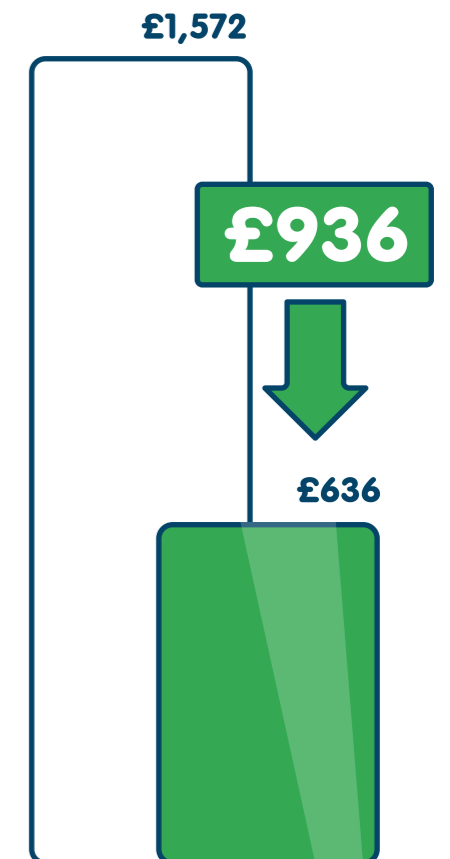
Impressions reduced by **86%**
Yet clicks increased by **19%**

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**