

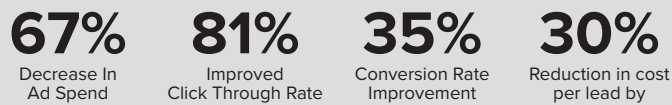


Pay-Per-Click Wins

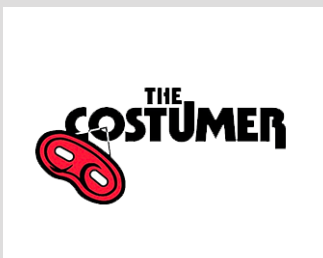
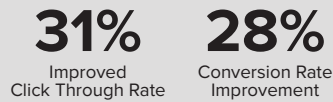
Wakefly is a New England-based digital marketing agency committed to creating the best possible digital presence for its clients for over 17 years. Our team of skilled engineers and visionary marketers are experts in their fields, employing current trends to create cutting-edge websites.



Wakefly helped **APB Speakers** change their strategy on marketing their specific speakers. The initiative was designed to cut out wasteful spending for users searching random facts about the speakers they have on retainer. The following metrics are comparing January 1, 2109 through July 31, 2019 against the previous year for the specific speaker related keywords.



Wakefly helped **Amramp** improve their Google Ads keyword strategy. Several keywords were removed in each account that weren't specifically related to the main product they were pushing. The result was a higher CTR and Conversion rate. The following metrics are based on the same date range as above.



Wakefly helped **The Costumer** with a new Shopping campaign strategy. The previous shopping campaigns were not generating a 4x ROAS that they wanted. A smart shopping campaign was implemented with great results. The following metrics are based on the same time frame as above.





Wakefly helped **Downeast Credit Union** launch their first Google Ads campaign. Since launch in early March we are seeing tremendous CTR numbers. With a CTR of 9.03% we are well above the industry standard of 2.91%. They have continued to launch new campaigns due to this success.

9.03%
Click Through Rate



Wakefly helped **Great Point Properties** expose their prospects to specific properties that they wanted pushed. The following metrics are based on the same date range as above.

13% Increased Display Impressions **6%** Cut In Advertisement Cost



Wakefly helped **Shaw Sports Turf** improve their Google Ads performance from the first go around last year. The following metrics look at March 16, 2019 through June 30, 2019 compared to the following year, because the account had a limited run in 2018.

59% Increased Clicks **54%** Increased Click Through Rate **38%** Conversion Increase



Wakefly helped **Ohlson Packaging** re-engage their Google Ads account. After they moved from their former agency we started over. Our version of the campaigns have been much more effective. Looking at the date range of July 10, 2019 through August 31, 2019 and comparing to last year.

65% Increased Clicks **62%** Increased Click Through Rate **40%** Conversion Increase