



## January 2021 Google Ad Performance Report

## Findings:

When compared to the December campaign, the January campaign had 181 conversions. In November we had 183 conversions.

– **Note:** We removed the "cigna customer service" search term before the month of January started and that term gained 20 conversions from clicks to call on the call extension in December. With this in mind, if we remove those 20 conversions from December, the January campaign had 18 additional conversions when compared.

The "near me" campaigns had strong results with 19 additional clicks and 23 conversions this month.

The COVID campaigns had 12 conversions with the healthcare workers campaign being the strongest performing. These campaigns spent \$2,691.87 and had \$224.32/cost per conversion.

We tracked 165 leads in CallRail from Google Ads in January.

In February we will launch the Lloyds of London insurance campaign and the permanent/total disability (lawyer, attorney, law firm) campaign.

## Account Optimizations:

In January, we made optimizations to the campaigns that needed additional keyword match types and negative keywords to be added. We did not get the leads we were hoping for from the COVID healthcare campaigns so we paused this campaign at the end of January.

-- **Note:** One thing I still think we might want to consider is increasing our visibility in other states. We are only targeting California, Florida, Illinois, Indiana, Massachusetts, New York, Alaska, Arizona, Hawaii, New Hampshire, Nevada, Oregon, and Washington.

### KPI's from "near me" keywords:

159 clicks  
3.70% CTR  
4,293 impressions  
\$1,442.86 spend  
23 conversions  
\$62.73 cost per conversion 14.47% conversion rate

### KPI's from the new **Nurse Campaign:**

9 clicks  
0.84% CTR  
1,073 impressions  
\$186.13 spend  
0 conversion  
\$0 cost per conversion

### KPI's from the new **Doctor Campaign:**

55 clicks  
5.29% CTR  
1,039 impressions  
\$574.45 spend  
4 conversions  
\$143.61 cost per conversion 7.29% conversion rate

### KPI's from the new **Healthcare Worker Campaign:**

109 clicks  
1.97% CTR  
5,826 impressions  
\$1,835.01 spend  
8 conversions  
\$229.38 cost per conversion 7.34% conversion rate

### KPI's from the new **Cigna Campaign:**

204 clicks  
6.73% CTR  
3,032 impressions  
\$2,386.14 spend  
31 conversions  
\$76.97 cost per conversion 15.20% conversion rate



## Clicks, CTR &amp; Impressions

Clicks

1.1K

↓ -14.0%

CTR

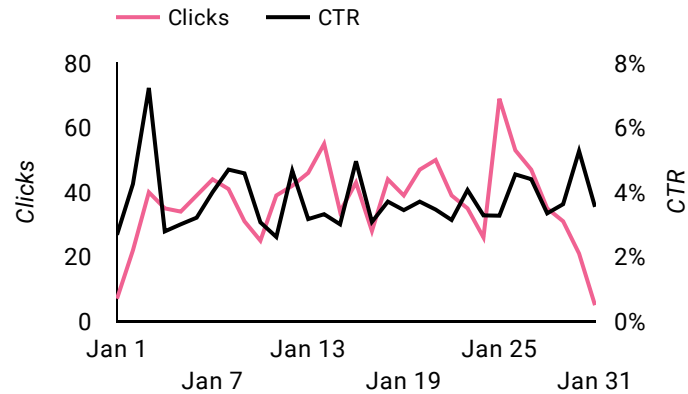
3.6%

↓ -6.8%

Impressions

31.5K

↓ -7.7%



## Conversions Rate &amp; Cost

Conversions

181.0

↓ -1.1%

Conversion rate %

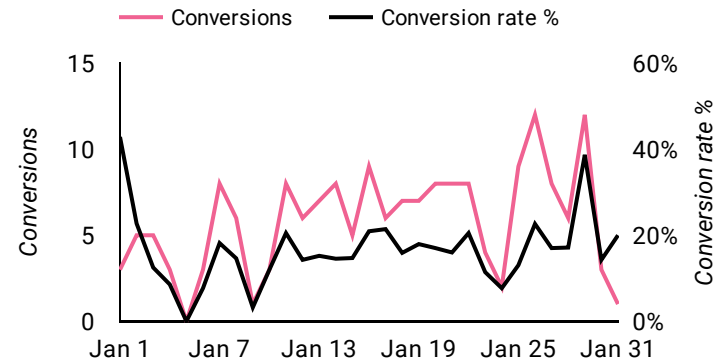
15.8%

↑ 15.0%

Cost per conversion

70.13

↓ -8.9%



## Cost Per Click

Cost

12.69K

↓ -9.9%

Avg. CPC

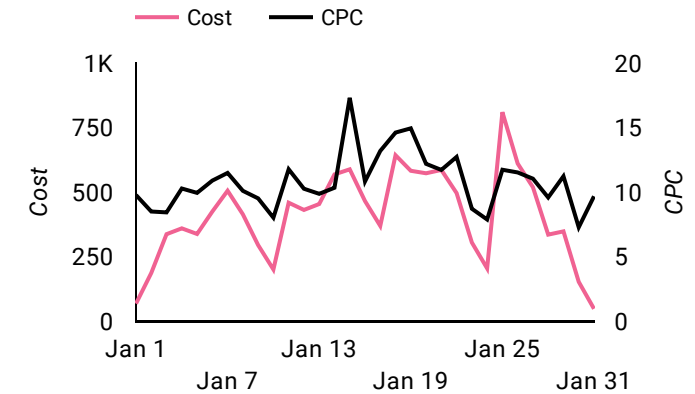
11.08

↑ 4.7%

CPM

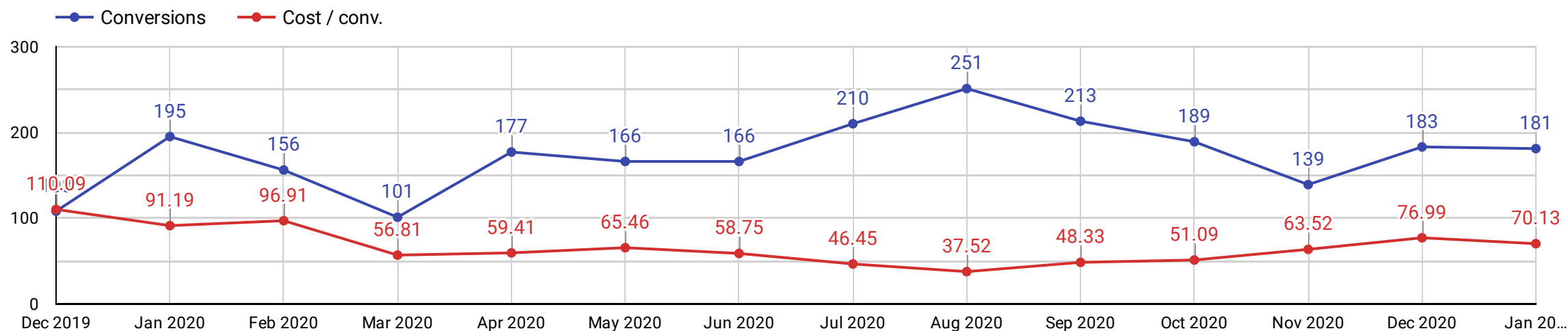
402.91

↓ -2.4%

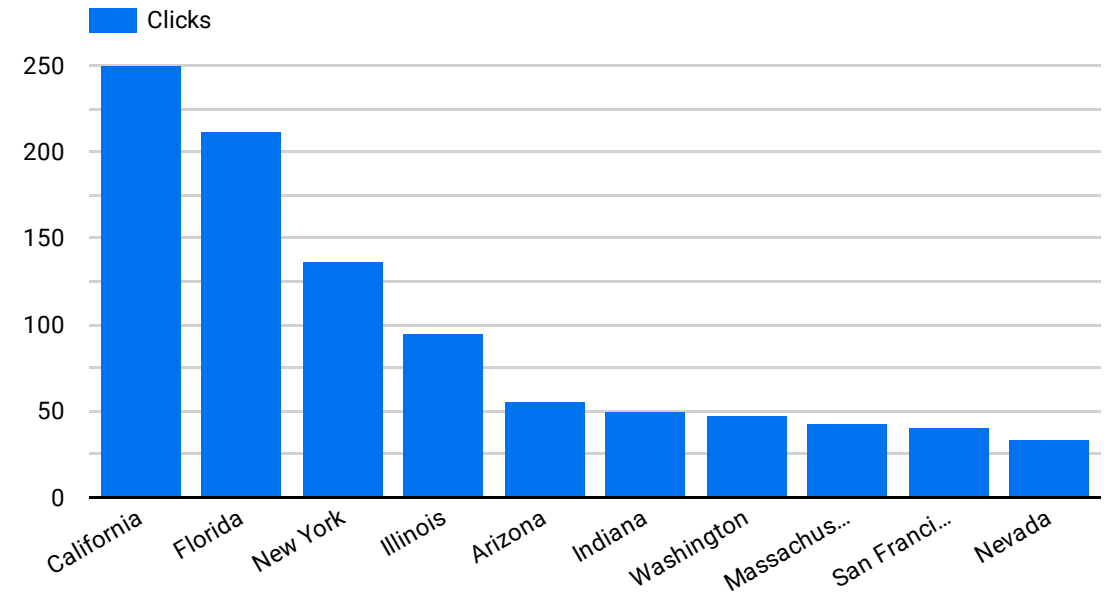
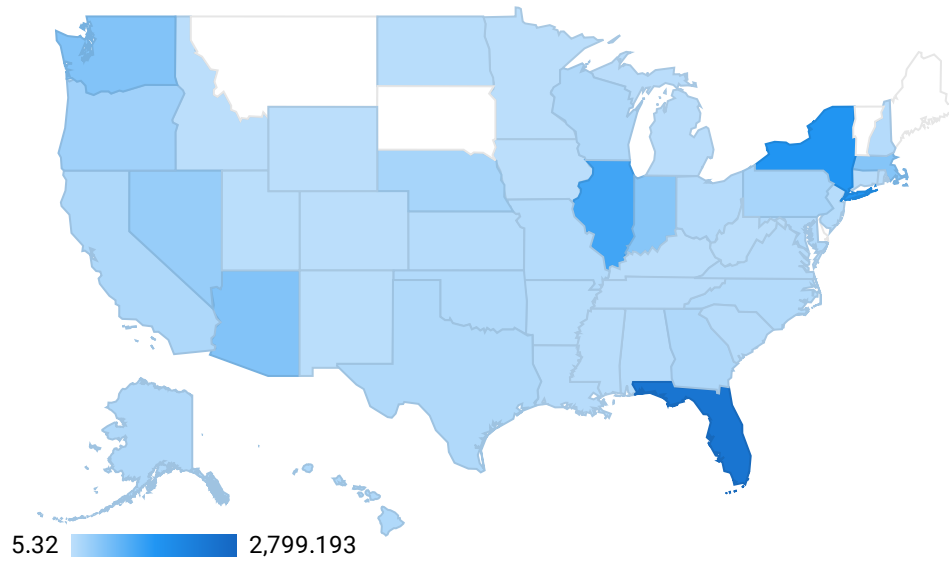


## Top Search Campaigns by Clicks, CTR, Avg. CPC, and Cost/Conv.

	Campaign name	Clicks	CTR	Avg CPC	Conversions	Cost / conv.	Cost
1.	Disability Lawyer Campaign	481	3.66%	\$9.5	99	\$46.17	4,571.14
2.	Disability Attorney Campaign	360	4.79%	\$10.77	58	\$66.84	3,876.49
3.	Disability - Covid Campaign	180	2.28%	\$14.95	12	\$224.32	2,691.87
4.	Branding Campaign	50	20.24%	\$7.8	4	\$97.46	389.82
5.	Insurance Campaign - New York Life	21	8.94%	\$18.48	1	\$388.12	388.12
6.	Long Term Disability Campaign	7	3.98%	\$45.53	0	null	318.7
7.	Insurance Campaign - Cigna	22	1.51%	\$9.97	0	null	219.31
8.	Denied Disability Campaign	18	2.77%	\$10	7	\$25.72	180.02
9.	Insurance Campaign - Combined	7	3.65%	\$8.19	0	null	57.35
10.	Competitor	0	null	null	0	null	0



Year & month ▾		Conversions	Clicks	Impressions	CTR	Cost / conv.	Cost
1.	Jan 2021	181	1,146	31,503	3.64%	70.13	12,692.82
2.	Dec 2020	183	1,332	34,131	3.9%	76.99	14,089.08
3.	Nov 2020	139	916	23,106	3.96%	63.52	8,829.01
4.	Oct 2020	189	1,118	30,083	3.72%	51.09	9,655.13
5.	Sep 2020	213	984	22,484	4.38%	48.33	10,294.2
6.	Aug 2020	251	1,206	38,422	3.14%	37.52	9,418.72
7.	Jul 2020	210	937	21,424	4.37%	46.45	9,755.46
8.	Jun 2020	166	1,139	38,133	2.99%	58.75	9,751.97
9.	May 2020	166	1,153	24,746	4.66%	65.46	10,866.27
10.	Apr 2020	177	1,540	97,273	1.58%	59.41	10,515.71
11.	Mar 2020	101	513	12,062	4.25%	56.81	5,738.18
12.	Feb 2020	156	1,145	20,822	5.5%	96.91	15,117.31
13.	Jan 2020	195	1,297	23,908	5.42%	91.19	17,782
14.	Dec 2019	108	936	17,893	5.23%	110.09	11,889.81
15.	Nov 2019	84	789	16,102	4.9%	139.67	11,732.47
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	Region	Clicks	Cost (USD) ▾	Conversions	Click conversation rate	CTR	Impressions	Cost / conv.
1.	California	250	2,799.19	50	20%	4.98%	5,022	55.98
2.	Florida	212	2,346.43	38	17.92%	3.19%	6,653	61.75
3.	New York	136	1,430.37	18	13.24%	4.15%	3,280	79.46
4.	Illinois	95	1,112.32	10	10.53%	3.47%	2,741	111.23
5.	Arizona	55	526.05	14	25.45%	4.65%	1,182	37.57
6.	Washington	48	524.17	12	25%	4.71%	1,020	43.68
7.	Massachusetts	43	495.87	9	20.93%	3.62%	1,187	55.1
8.	Indiana	50	476.67	4	8%	2.5%	1,998	119.17
9.	San Francisco Bay Area	41	448.94	9	21.95%	5.45%	752	49.88
10.	Nevada	34	332.77	5	14.71%	4.19%	812	66.55
11.	Oregon	30	248.13	3	10%	3.97%	756	82.71
12.	Nebraska	4	182.56	0	0%	4.55%	88	null

	Campaign name	Ad group name	Clicks	Conversions ...	Impressions	CTR	Cost / conv.	Avg. CPC	Cost
1.	Disability Lawyer Campaign	Disability Lawyer	344	76	9,289	3.7%	\$45.42	\$10.04	\$3,452.23
2.	Disability Attorney Campaign	Attorney For Disability	164	23	3,632	4.52%	\$72.52	\$10.17	\$1,667.9
3.	Disability Attorney Campaign	Disability Attorney - California	47	14	522	9%	\$41.48	\$12.36	\$580.76
4.	Disability Lawyer Campaign	Lawyers For Disabled Persons	52	9	1,517	3.43%	\$50.19	\$8.69	\$451.74
5.	Disability - Covid Campaign	Disability for Healthcare Workers	109	8	5,531	1.97%	\$229.38	\$16.83	\$1,835.01
6.	Disability Attorney Campaign	Disability Attorney Near Me	75	8	1,948	3.85%	\$101.8	\$10.86	\$814.39
7.	Disability Lawyer Campaign	Disability Lawyer Near Me	60	7	1,450	4.14%	\$58.92	\$6.87	\$412.47
8.	Disability Lawyer Campaign	Lawyer For Disability	19	7	528	3.6%	\$30.27	\$11.15	\$211.92
9.	Disability - Covid Campaign	Disability for Doctors	55	4	1,039	5.29%	\$143.61	\$10.44	\$574.45
10.	Branding Campaign	Branding	50	4	247	20.24%	\$97.46	\$7.8	\$389.82
11.	Disability Attorney Campaign	Disability Attorney	17	4	431	3.94%	\$44.79	\$10.54	\$179.17
12.	Denied Disability Campaign	disability denied	12	4	362	3.31%	\$32.64	\$10.88	\$130.55
13.	Denied Disability Campaign	disability insurance attorney	1	2	130	0.77%	\$7.81	\$15.62	\$15.62
14.	Disability Attorney Campaign	denied insurance claim attorney	10	2	75	13.33%	\$53.75	\$10.75	\$107.5
15.	Disability Attorney Campaign	disability attorney - new york	8	2	202	3.96%	\$33.14	\$8.28	\$66.27



## Top converting Keywords

	Search Keyword	Match type	Clicks	Conversions ▼	Impressions	CTR	Avg. CPC	Cost / conv.
1.	+disability +lawyer	Broad	236	46	5,991	3.94%	\$10	\$51.28
2.	+california +disability +attorney	Broad	37	13	440	8.41%	\$13	\$37
3.	disability lawyers	Exact	39	12	980	3.98%	\$10.38	\$33.72
4.	disability lawyer	Exact	38	9	1,295	2.93%	\$10.39	\$43.86
5.	disability attorney near me	Exact	62	8	1,683	3.68%	\$10.64	\$82.45
6.	attorney for disability	Phrase	51	8	1,150	4.43%	\$10.83	\$69.03
7.	disability lawyers near me	Exact	27	8	978	2.76%	\$9.48	\$31.99
8.	+attorney +for +disability	Broad	62	7	1,646	3.77%	\$9.91	\$87.76
9.	+health +care +lawyers	Broad	41	6	1,789	2.29%	\$17.88	\$122.15
10.	attorney for disability	Exact	36	5	713	5.05%	\$9.81	\$70.64
11.	disabled doctor	Exact	48	4	676	7.1%	\$7.19	\$86.3
12.	disability lawyer near me	Exact	39	4	974	4%	\$6.31	\$61.56
13.	disability attorneys	Exact	17	4	431	3.94%	\$10.54	\$44.79
14.	lawyers that help with disability claims	Exact	18	4	927	1.94%	\$7.67	\$34.53
15.	lawyer for disability	Exact	6	3	129	4.65%	\$11.4	\$22.79
16.	lawyers for disabled persons	Exact	26	3	443	5.87%	\$10.08	\$87.39

## Top Search Queries

	Terms being search	Search keyword pulled	Clicks	Conversions ▾	Impressions	Impression (Top) %	CTR
1.	disability lawyer	disability lawyer	27	9	756	66%	3.57%
2.	disability lawyers	disability lawyers	27	8	479	60%	5.64%
3.	disability lawyers near me	disability lawyers near me	21	6	519	61%	4.05%
4.	california state disability insurance attorneys	+california +disability +attorney	4	6	15	73%	26.67%
5.	disability attorney near me	disability attorney near me	45	5	1,154	70%	3.9%
6.	disability lawyers	lawyers that help with disability claims	6	4	70	56%	8.57%
7.	disability attorney	disability lawyers	6	4	55	62%	10.91%
8.	disability doctors	disabled doctor	31	3	292	94%	10.62%
9.	disability attorney in orlando	+attorney +for +disability	1	3	1	100%	100%
10.	lawyer for disability	lawyer for disability	5	3	20	80%	25%
11.	disability attorney	disability attorneys	4	2	94	64%	4.26%
12.	mental illness disability lawyer	+disability +lawyer	1	2	1	100%	100%
13.	disability rights attorney	attorney for disability rights	2	2	3	100%	66.67%
14.	disability lawyers in new york	+disability +lawyer	2	2	2	100%	100%
15.	disability denied lawyer	disability denial attorney	2	2	2	100%	100%
16.	disability lawyers near me	disability lawyer near me	6	2	54	63%	11.11%
17.	disability attorneys	disability attorneys	8	2	120	78%	6.67%
18.	lawyers for disability	lawyers for disability	6	2	34	65%	17.65%
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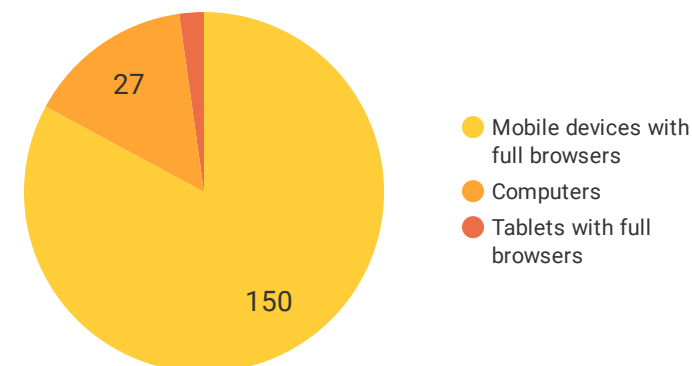




## Top Conversions By Device type

	Device	Conversions	Clicks ▼	Conversion rate %	Cost (USD)
1.	Mobile devices with full browsers	150	845	17.75%	\$9,611.26
2.	Computers	27	274	9.85%	\$2,868.46
3.	Tablets with full browsers	4	27	14.81%	\$213.1
4.	Devices streaming video content to TV screens	0	0	null	\$0
	<b>Grand total</b>	<b>181</b>	<b>1,146</b>	<b>15.79%</b>	<b>\$12,692.82</b>

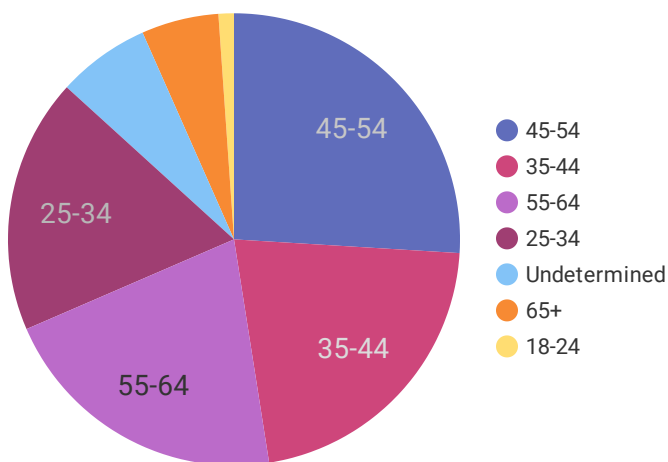
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## Top Conversions By Age Group

	Age	Conversions ...	Clicks	Conversion rate %	Cost (USD)
1.	45-54	47	266	17.67%	\$2,895.63
2.	35-44	39	187	20.86%	\$2,148.53
3.	55-64	38	317	11.99%	\$3,217.72
4.	25-34	33	125	26.4%	\$1,723.28
5.	Undetermined	12	154	7.79%	\$1,645.13
6.	65+	10	90	11.11%	\$834.22
7.	18-24	2	7	28.57%	\$228.31
	<b>Grand total</b>	<b>181</b>	<b>1,146</b>	<b>15.79%</b>	<b>\$12,692.82</b>

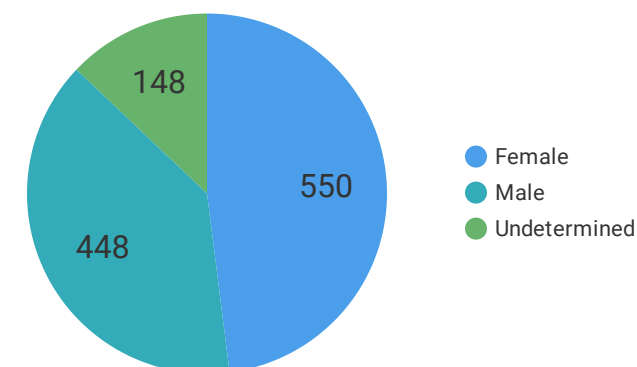
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## Top Conversions By Gender

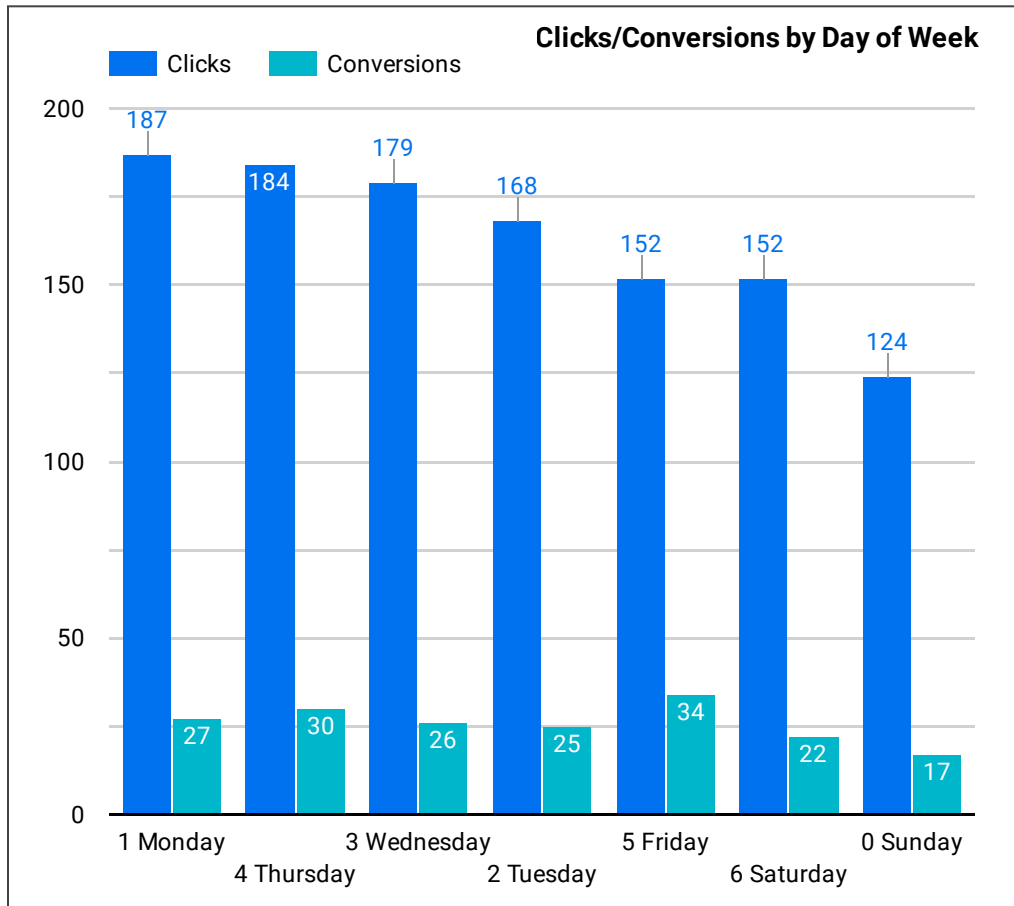
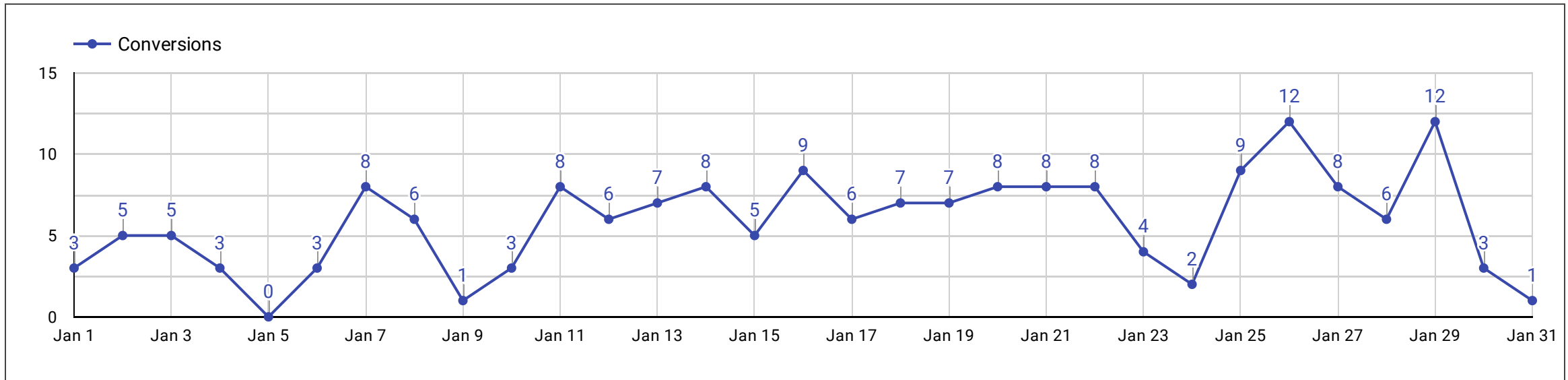
	Gender	Conversions ...	Clicks	Conversion rate %	Cost (USD)
1.	Undetermined	12	148	8.11%	\$1,590
2.	Male	80	448	17.86%	\$4,970.11
3.	Female	89	550	16.18%	\$6,132.71
	<b>Grand total</b>	<b>181</b>	<b>1,146</b>	<b>15.79%</b>	<b>\$12,692.82</b>

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### Conversions By Day

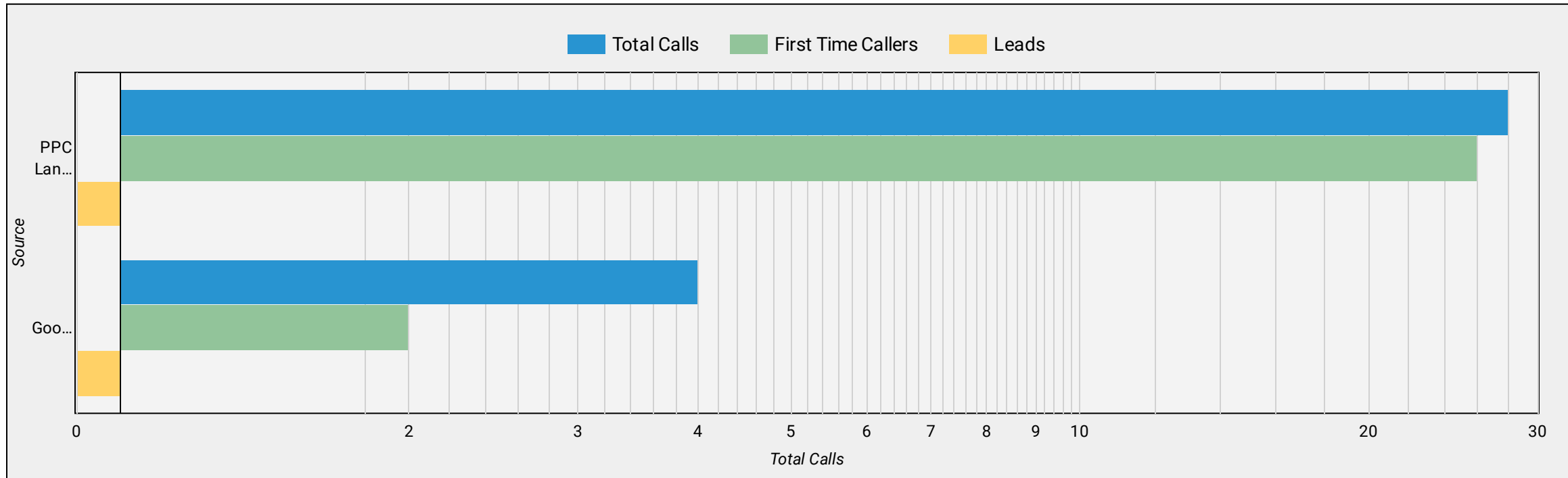


	Date ^	Day of week	Clicks	Conversions	CTR	Cost (USD)
1.	Jan 1, 2021	5 Friday	7	3	2.68%	\$68.5
2.	Jan 2, 2021	6 Saturday	22	5	4.26%	\$187.17
3.	Jan 3, 2021	0 Sunday	40	5	7.23%	\$337.57
4.	Jan 4, 2021	1 Monday	35	3	2.79%	\$360.15
5.	Jan 5, 2021	2 Tuesday	34	0	3.01%	\$338.34
6.	Jan 6, 2021	3 Wednesday	39	3	3.21%	\$425.22
7.	Jan 7, 2021	4 Thursday	44	8	4%	\$505.9
8.	Jan 8, 2021	5 Friday	41	6	4.7%	\$414.53
9.	Jan 9, 2021	6 Saturday	31	1	4.59%	\$295.3
10.	Jan 10, 2021	0 Sunday	25	3	3.07%	\$200.8
11.	Jan 11, 2021	1 Monday	39	8	2.61%	\$459.53
12.	Jan 12, 2021	2 Tuesday	42	6	4.67%	\$431.43
13.	Jan 13, 2021	3 Wednesday	46	7	3.17%	\$454.38
Grand total			1,146	181	3.64%	\$12,692.82

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CallRail  
522 Total Leads | 342 Leads from Google Ads

No Source and Lead data ( not matching with pdf ) !!!



## Conversion source ▾

- Website
- Search Ads 360
- Firebase
- Analytics App + Web
- Analytics



Not enough info available for "% of New Sessions". !!!

