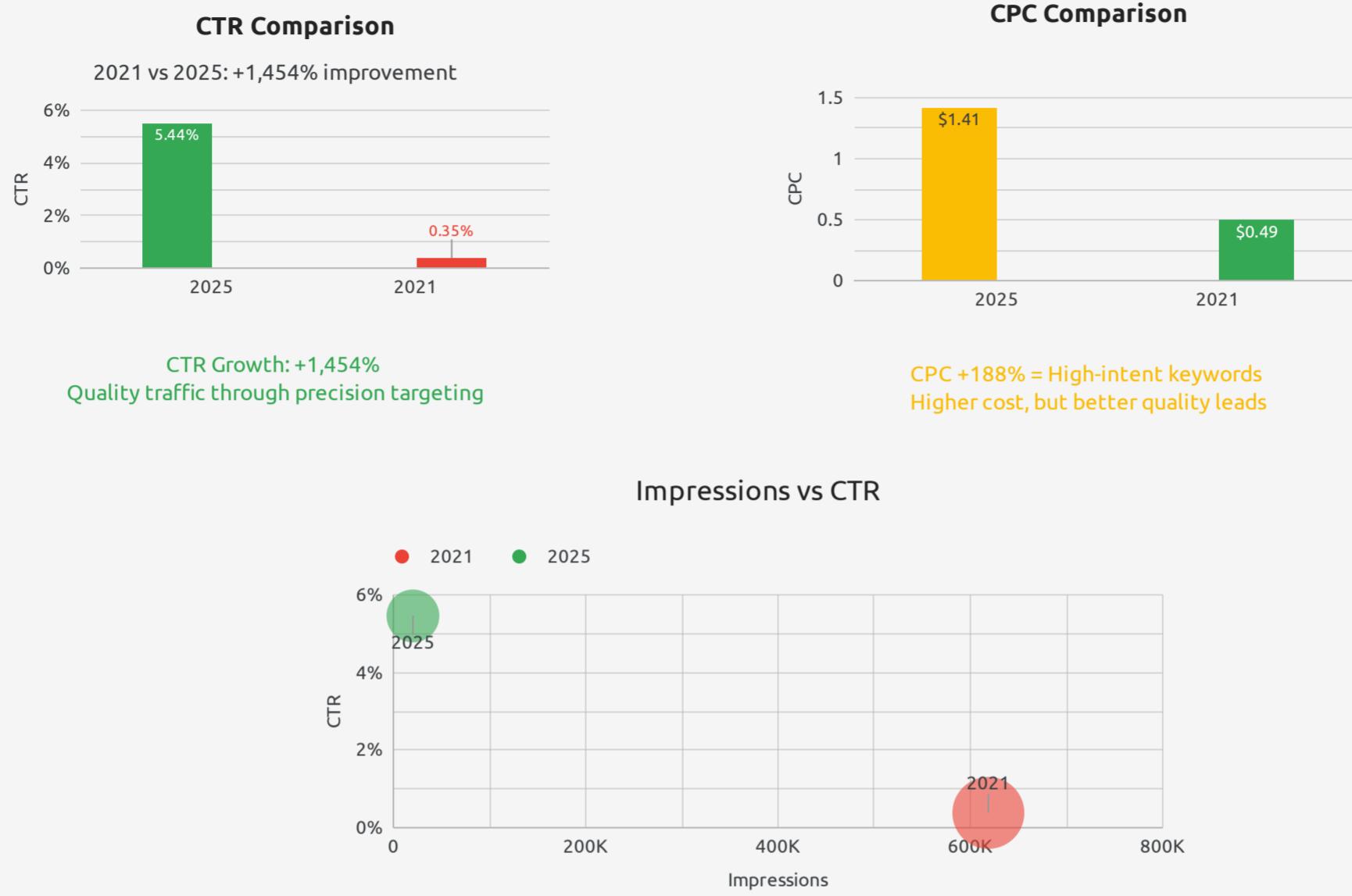


Paid Search: High-Intent Targeting



What This Shows:

- 2021 (Red): 620K impressions, 0.35% CTR → Broad targeting = wasted impressions
 - 2025 (Green): 21K impressions, 5.44% CTR → Exact/phrase match = high-intent traffic
- Strategy: Eliminated 96% of low-quality impressions**

Year	Clicks	Impressions	CTR	CPC	CPM	Budget
1. 2021	2,184	620,322	0.35%	\$0.49	\$1.74	\$1,080.21
2. 2025	1,177	21,630	5.44%	\$1.41	\$76.88	\$1,662.88

Strategic Shift: Broad to Exact Match

2021 APPROACH (Broad Match)

- 620K impressions (broad reach)
- 0.35% CTR (low relevance)
- \$0.49 CPC (low-intent clicks)
- Many impressions, few conversions

KEY INSIGHT:
Higher CPC is intentional - we're bidding on high-intent keywords (e.g., "buy [model] near me") vs. broad terms (e.g., "suv review").

Result: Better qualified leads despite higher cost per click.

2025 OPTIMIZATION (Exact/Phrase)

- 21K impressions (-96.5%)
- 5.44% CTR (+1,454%)
- \$1.41 CPC (+188%)
- Fewer impressions, higher intent

TACTICS APPLIED:

- ✓ Exact & phrase match keywords
- ✓ Negative keyword lists
- ✓ Location-based bidding
- ✓ Device targeting (mobile focus)
- ✓ Ad schedule optimization