

RESULTS

Digital Advertising



VENDASTA

| #ConquerLocal

www.vendasta.com





Scenario

A Canadian e-commerce specialized in women's clothing was interested in running ads to drive more traffic to their website and showcase their products to potential customers.

Results

Our Digital Ads team built and managed a Facebook campaign with retargeting for 1 year. Facebook quickly became the main source of website traffic for this partner's client. We also created a Facebook funnel to retarget the people who completed an add-to-cart action and drive more purchases.

Monthly Budget

\$600

Add to Cart

1,330

ROAS

2.62

Website Conversion Value

\$7,770

Purchases

185

Average CPP

\$16.05





Scenario

A DUI lawyer with offices in New York and other US cities wanted to get more clients and improve their online presence on Google.

Results

Our digital advertising experts ran a Google Ads campaign with call tracking for 4 months. Our partner's client got 220 unique phone calls with an average duration of 7 minutes. Their ads showed on top of Google for some of the keywords we targeted.

Total Budget

\$14,500

Unique Phone Calls

220

Average Call Duration

7 minutes

Average Daily Search
Impression Share

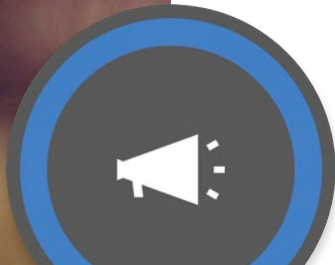
86.01%

Average CPC

\$43.96

CTR

5.05%





Scenario

A clinic specialized in neurosurgery and based on New Jersey produced videos to educate potential customers about neuroscience and brain diseases. They sought the help of one of our partners to drive brand awareness.

Results

Our digital advertising specialists created a YouTube campaign that ran for 6 months. We helped them achieve over 50,000 views on YouTube at a cost per view of \$0.11.

Monthly Budget

\$1,000

Views

53,130

Video View Rate

12.55%

Average CPV

\$0.11





Scenario

An optometrist from British Columbia, Canada asked one of our partners to run ads to get more clients and phone calls. To drive more leads, this client also created a special offer with 15% off eye exams.

Results

Our Digital Ads team built a Google Ads campaign with a landing page to target people searching for eye exams and products like contact lenses. We also tracked phone calls and form fills on the landing page. Over 1 year, the client got 129 calls and 19 form fills.

Monthly Budget

\$800

Clicks

801

CTR

4.28%

Calls

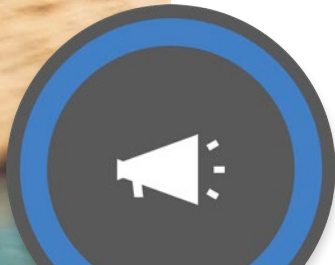
129

Average Call Duration

2 minutes

Form Fills

19





Scenario

A Canadian trucking company wanted to get more clients using their transportation services. Getting more phone calls was very important to them because they serve areas where they don't have an office.

Results

Our team created and ran a Google Ads campaign for 11 months. Our partner's client got 135 calls with an average duration of 2,5 minutes.

Monthly Budget

\$500

Calls

135

Average Call Duration

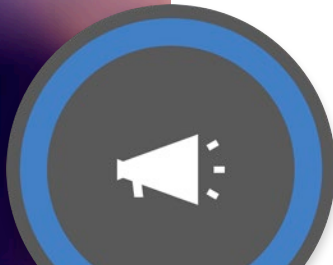
2,5 minutes

Average CPL (Calls)

\$40.74

Average CPC

\$3.52





Scenario

A vet clinic from Georgia was interested in running ads to get more clients. They also wanted to promote their special offer with free nail trims and 10% off baths.

Results

Our Digital Ads team built a landing page for the client and ran a Google Ads campaign for 1 year. We also tracked phone calls and form fills on the landing page. They told us that their phone started ringing all the time!

Monthly Budget

\$1,000

Calls

551

Average Call Duration

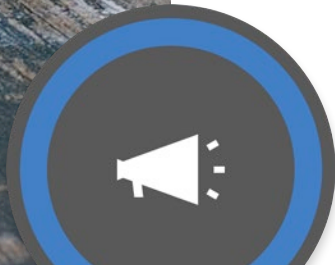
2 minutes

Form Fills

42

CTR

5.08%





Scenario

A car dealership from Manitoba, Canada, asked one of our channel partners to run campaigns to drive more foot traffic to their location. After some careful consideration, we decided to use LocalAds, our proprietary advertising technology that can target your audience anywhere, anytime.

Results

We ran a LocalAds campaign for three months and set it up to retarget the audience on PC, tablet, phone, and streaming services. In this period, we also tracked the number of visits to the car dealership and the days when customers went there.

Monthly Budget

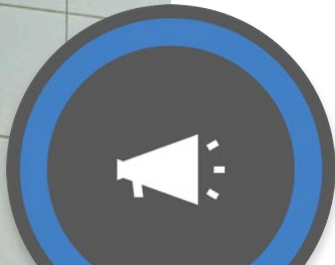
\$1,000

Visits

172

Retargeting Channels

**Computer, tablet, phone,
and streaming services**





Scenario

An auto repair shop from Connecticut was interested in running ads to drive more traffic to their website and promote their services. They also wanted to generate more phone calls for the business.

Results

After discussing the goals of this campaign with our channel partner, we built a Google Ads campaign that's been running for 1 year. In this period, the campaign drove 383 phone calls and 1,370 clicks.

Monthly Budget

\$1,250

Phone Calls

383

Average Call Duration

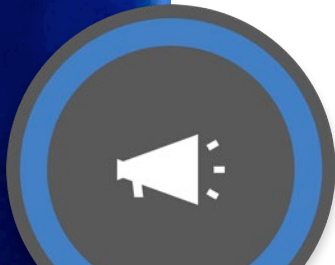
2,5 minutes

Clicks

1,370

CTR

3.30%





Scenario

A car dealership from Connecticut wanted to advertise the vehicles they have in their inventory. Our channel partner asked our Digital Ads team to help because they didn't want to create individual campaigns for each vehicle.

Results

We built and ran a Dynamic Auto Ads campaign for 6 months. This type of campaign pulls out information from the dealership's website, ensuring that everything is up-to-date. When potential customers click on the ads, they're directed to the vehicle detail page (VDP). We're also able to track which vehicles are generating more conversions. We had 26,728 VDP views with this campaign.

Monthly Budget

\$2,400/mo

Facebook Reach

425,099
unique users

VDP Views

26,728

CTR

3.78%





Scenario

A home construction company from Virginia wanted to run ads to advertise to competitor locations and new development neighborhoods. Their target audience was people above 35 who are shopping for a new home or interested in home remodeling.

Results

Our digital advertising specialists built and ran a LocalAds campaign for this business for 3 months. In this period, our campaign reached 10,976 unique users and generated 51 form fill conversions, 10 physical visits through their door and 6 unique phone calls.

Impressions

141,921

Reach

10,976
unique users

Conversions

67

Visits

10

Unique Callers

6




Form Fills

24



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