

Joe Balestrino PPC Case Study

Client:

- MyWinesDirect.com

Mission:

- Increase leads while retaining target CPA. Client was particularly concerned that conversions were being "left on the table" during their peak holiday season.

Steps Taken:

- August 2010 PPC revamp across all networks – new KW research, new campaigns and new ads

Stats:

- Year over year quintupling of combined MSN/YSM conversions from November 2009 to November 2010 at client specified CPA "under \$30".
- More than doubled November 2010 sales on Adwords from the previous year while maintaining target CPA

November 2010



Totals and Averages

Impressions	Clicks	CTR	Average CPC	Spend	Avg. position	Conversions	Conversion rate (%)	CPA
361,113	8,463	2.34	1.04	8,807.34	3.75	313	3.70	28.14

Data

Download Zipped CSV

Account name	Ad distribution	Impressions	Clicks	CTR	Average CPC	Spend	Avg. position	Conversions	CPA	Conversion rate (%)
My Wines Direct Inc.	Search	361,113	8,463	2.34	1.04	8,807.34	3.75	313	28.14	3.70

Details

- **Accounts:**
My Wines Direct Inc.
- **Dates selected:**
Nov 2010

November 2009



Totals and Averages

Impressions	Clicks	CTR	Average CPC	Spend	Avg. position	Conversions	Conversion rate (%)	CPA
136,057	1,173	0.86	0.65	761.21	3.57	30	2.56	25.16

Data

Download Zipped CSV

Account name	Ad distribution	Impressions	Clicks	CTR	Average CPC	Spend	Avg. position	Conversions	CPA	Conversion rate (%)
My Wines Direct Inc.	Search	37,923	1,163	3.07	0.65	754.65	4.91	30	25.16	2.58
My Wines Direct Inc.	Content	98,134	10	0.01	0.66	6.56	3.05	0	0.00	0.00

Details

- **Accounts:**
My Wines Direct Inc.
- **Dates selected:**
11/1/2009 - 11/30/2009

YSM conversions for Nov 2009 were 33 for a combined total of 63. Conversion in Nov 2010 were 313. CPA was higher in 2010 than 2009's combined YSM/MSN CPA (\$28 vs \$24) but within client specifications.