

HOP2THETOP CASE STUDIES



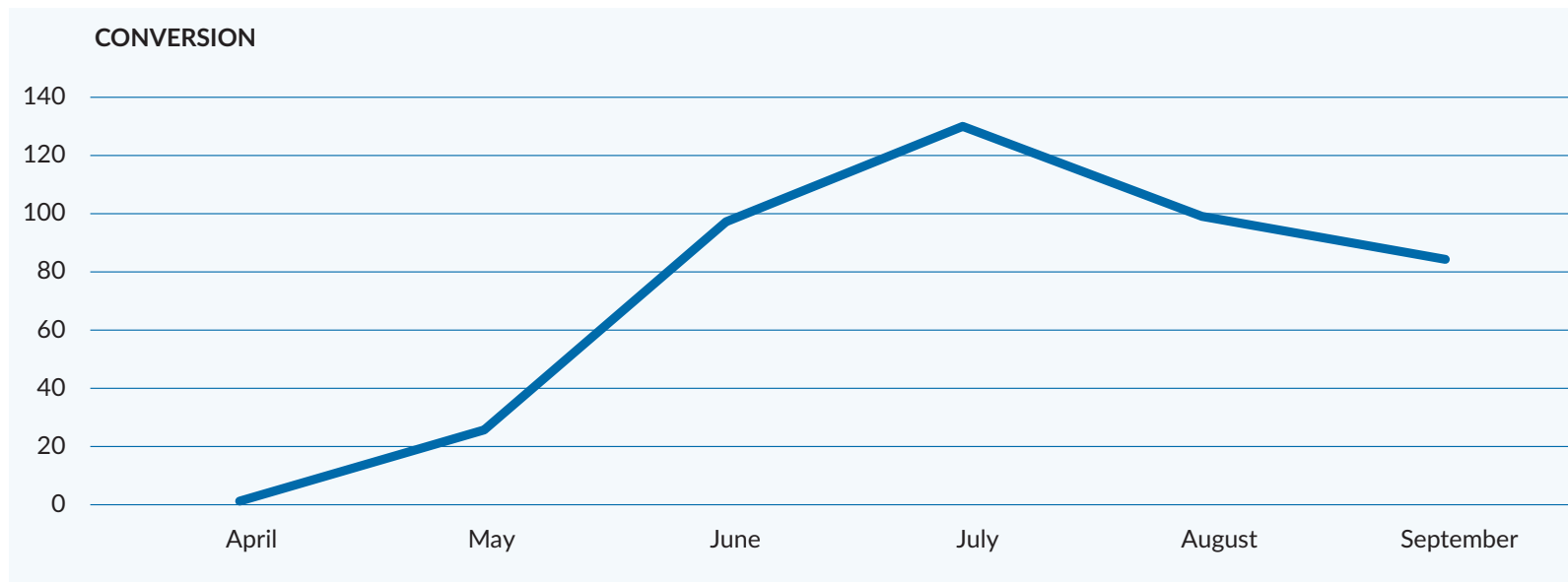
CASE STUDY #1

IT COMPANY

	Month	CTR	AvgPos	Conv	Cost/Conv	Conv.rate
<i>Internally Managed</i>	4/1/2014	0.26%	5.4	2	175.58	1.24%
	5/1/2014	0.29%	4.1	25	143.89	1.98%
<i>Hop2TheTop</i>	6/1/2014	1.31%	2.5	96	48.24	10.16%
	7/1/2014	1.71%	1.6	129	34.91	11.53%
	8/1/2014	1.99%	1.5	99	42.18	9.78%
	9/1/2014	1.80%	1.6	84	46.81	8.80%
TOTAL		0.83%	3	699	67.48	6.80%

More Conversions!

Companies often will try to manage Adwords internally but without the proper settings, structure, and strategy the traffic is too broad. We came in with a new strategy including landing page optimization, and brought conversions “through the roof” for this IT company.



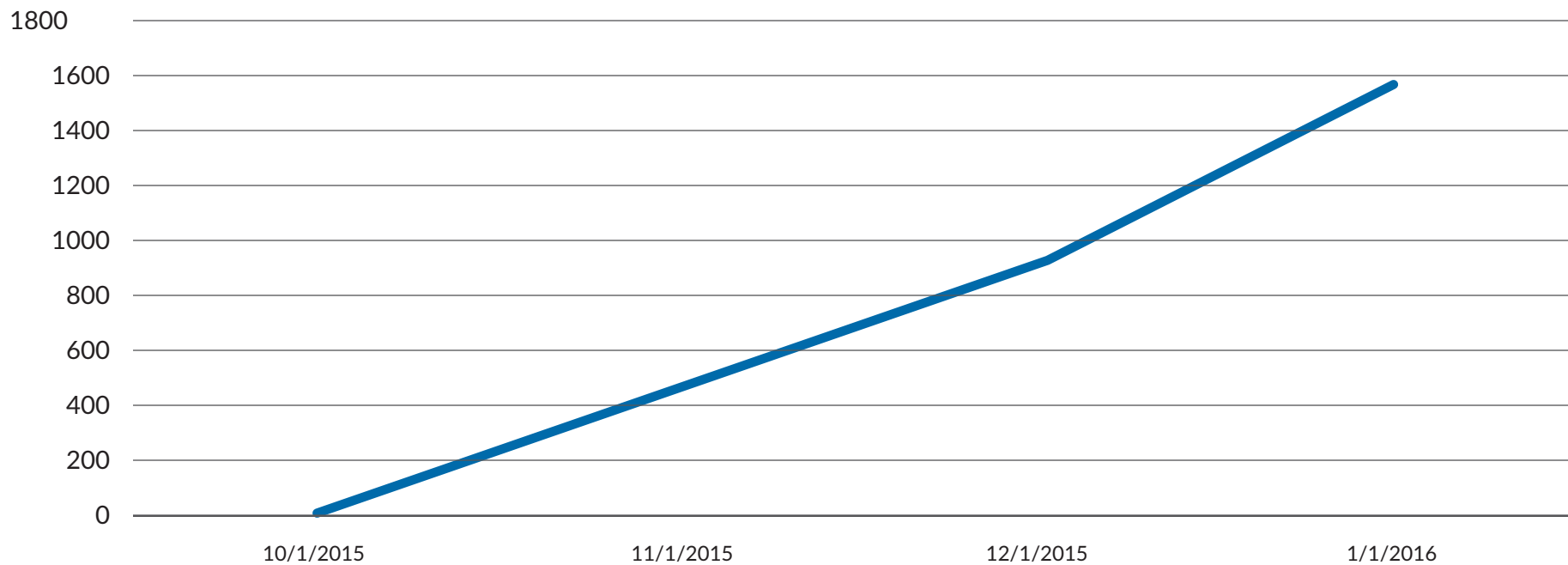
CASE STUDY #2

REMOTE IT COMPANY

Month	Clicks	Impression	CTR	Avg. CPO	Cost	AvgPos	Conv	Cost/Conv	Conv.rate
10/1/2015	415	31650	1.31%	0.77	318.1	3.4	34	9.34	8.24%
11/1/2015	5875	520052	1.13%	0.53	3087.22	2.7	466	6.62	7.93%
12/1/2015	9382	628348	1.49%	0.51	4821.48	2.7	924	5.22	9.85%
1/1/2016	14122	841445	1.68%	0.54	7666.99	2.2	1562	4.91	11.06%
TOTAL	29794	2021495	1.47%	0.53	15893.79	2.5	2986	5.32	10.02%

Exponential Results!

We setup PPC campaigns with targeted landing pages for this IT startup, and quickly grew their campaigns to produce over 1000 leads per month, with a conversion rate of over 10%.



CASE STUDY #3

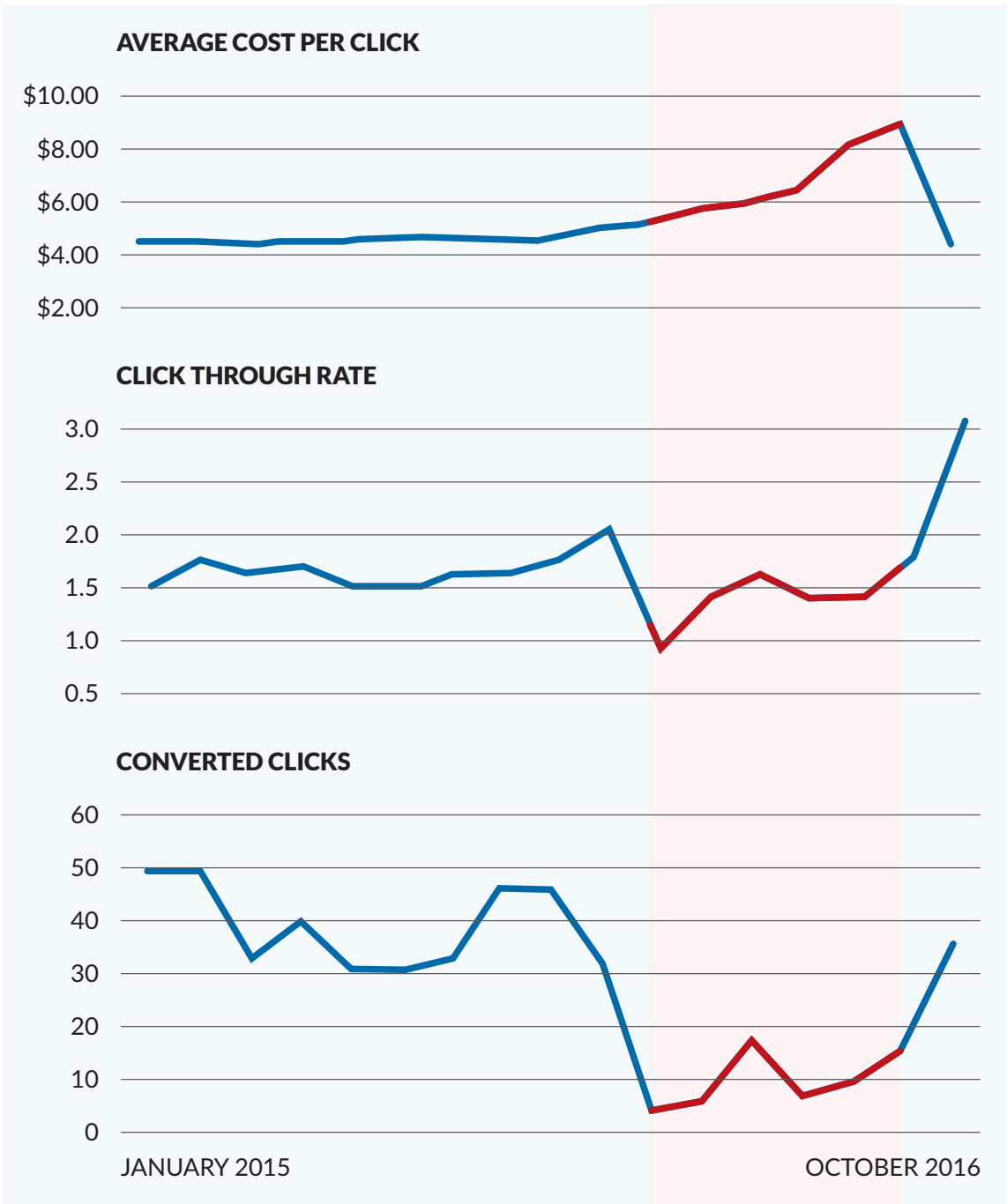
5 LOCATION OPTOMETRY GROUP

Month	Clicks	Impression	CTR	Avg. CPC	Cost	AvgPos	Conv Clicks	Cost/Conv Clicks	Conv.rate
1/1/2015	870	57492	1.51%	\$4.13	\$3591.67	2.1	49	72.29	5.80%
2/1/2015	579	33806	1.71%	\$3.98	2305.19	2.1	49	46.23	8.67%
3/1/2015	517	31088	1.66%	\$3.99	2065.34	2.1	33	61.42	6.52%
4/1/2015	582	34687	1.68%	\$4.15	2412.81	2.0	40	58.52	7.23%
5/1/2015	529	35226	1.50%	\$4.12	2177.52	2.1	31	68.87	6.04%
6/1/2015	605	40159	1.51%	\$4.22	2553.38	2.0	31	81.11	5.24%
7/1/2015	553	35271	1.57%	\$4.17	2308.49	2/0	33	67.85	6.25%
8/1/2015	589	36184	1.63%	\$4.16	2449.94	1.9	46	51.93	8.11%
9/1/2015	672	38882	1.73%	\$4.17	2802.11	1.8	46	59.00	7.24%
10/1/2015	608	30041	2.02%	\$4.61	2803.28	1.7	32	85.41	5.49%
4/1/2016	32	3562	0.90%	\$4.90	156.75	2.4	4	39.19	12.50%
5/1/2016	127	9448	1.34%	\$5.38	682.73	2.4	6	113.79	4.72%
6/1/2016	309	19953	1.55%	\$5.71	1764.07	1.8	18	98.00	5.83%
7/1/2016	242	17270	1.40%	\$6.24	1510.85	1.8	7	215.84	2.89%
8/1/2016	172	12331	1.41%	\$8.17	1420.74	1.7	10	142.07	5.75%
9/1/2016	143	8021	1.78%	\$8.86	1267.69	1.7	15	84.51	10.49%
10/1/2016	409	13423	3.05%	\$3.89	1589.91	1.7	36	42.02	9.50%

- HOP2THETOP
- NEW COMPANY

CASE STUDY #3

5 LOCATION OPTOMETRY GROUP



Everyone Makes Mistakes...

This Optometry group “left us” for a web company that promised to do “everything” for them. Upon leaving, results tanked, and the month they brought us back on, results were once again through the roof.

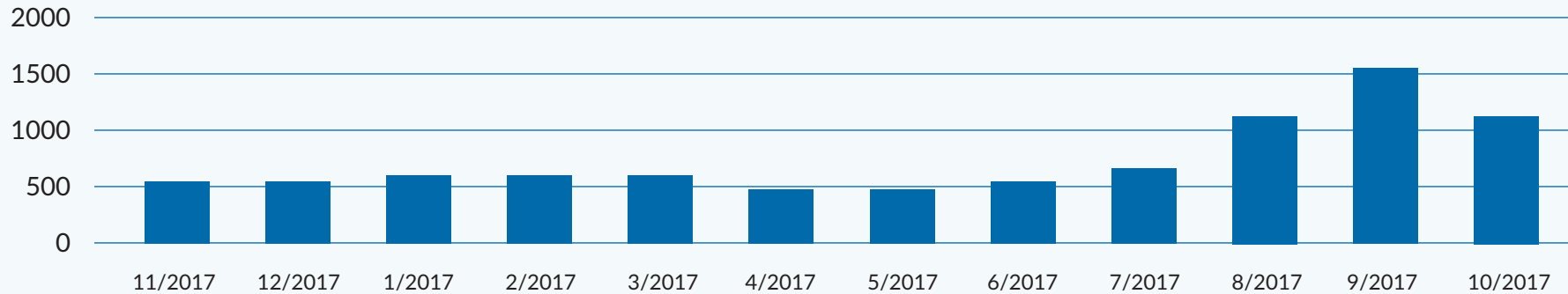
- HOP2THETOP
- NEW COMPANY

CASE STUDY #4

20+ LOCATION REGIONAL BANK

ACCOUNT PERFORMANCE: CONVERSIONS (AGGREGATE)

11/1/2017 - 10/31/2018



For this major northeast regional banking client we improved their online lead generation by 55% year over year through revised campaign strategies

4,840,073

1,846,883

**Impressions
(Aggregate)**

162.07%

47,797

15,854

**Clicks
(Aggregate)**

201.48%

\$102,301.05

\$44,028.12

**Cost
(Aggregate)**

132.35%

3,410.03

1,467.60

**Average
Daily Cost**

132.35%

\$2.14

\$2.78

**CPC
(Aggregate)**

-22.93%

3,378

2,169

**Conversions
(Aggregate)**

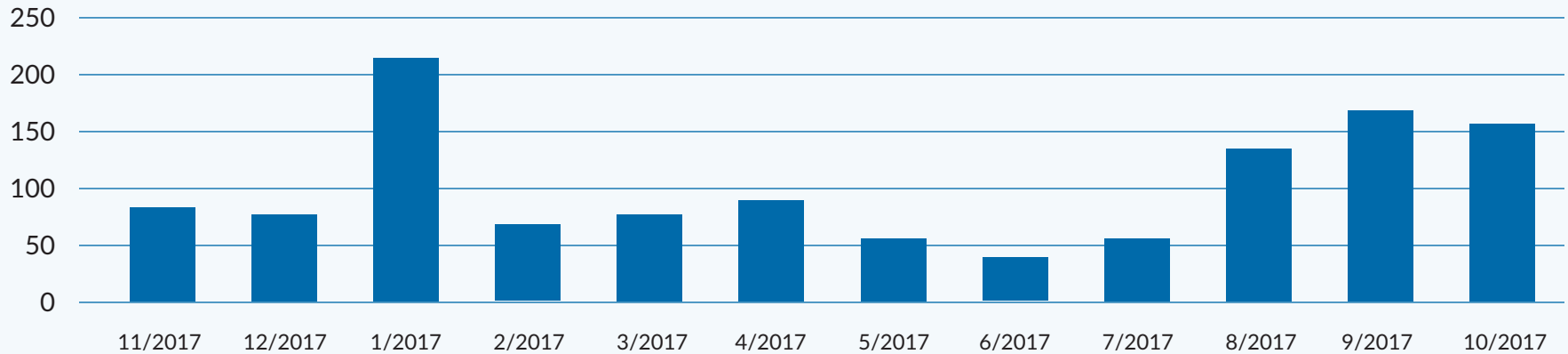
55.74%

CASE STUDY #5

TRAVEL CLIENT

ACCOUNT PERFORMANCE: CONVERSIONS (AGGREGATE)

11/1/2017 - 10/31/2018



For this travel client we improved online leads by 59% and reduced cost per lead by 31% compared to same 90 day period last year

2,434,376

4,425,692

Impressions

(Aggregate)

-44.99%

15,878

22,014

Clicks

(Aggregate)

-27.87%

\$29,471.09

\$26,886.37

Cost

(Aggregate)

9.61%

982.37

896.60

Average

Daily Cost

9.61%

\$1.86

\$1.22

CPC

(Aggregate)

51.97%

487

306

Conversions

(Aggregate)

59.15%

\$60.52

\$87.86

Cost / Conv.

(Aggregate)

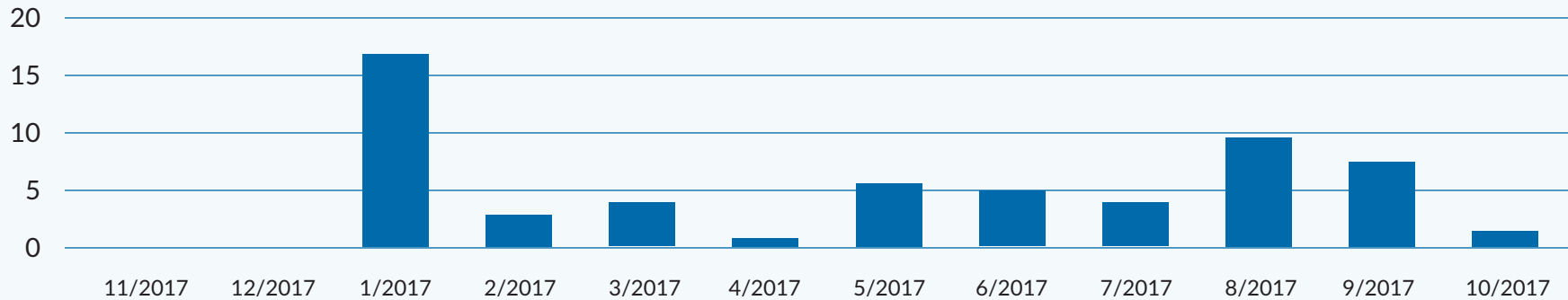
-31.13%

CASE STUDY #6

LAW FIRM

ACCOUNT PERFORMANCE: CONVERSIONS (AGGREGATE)

11/1/2017 - 10/31/2018



For this law firm specializing in regulatory law we produced 63 leads year to date at a very low average cost per lead for legal campaigns.

48,680
Impressions
(Aggregate)

1,007
Clicks
(Aggregate)

\$8,169.44
Cost
(Aggregate)

272.31
Average
Daily Cost

\$8.11
CPC
(Aggregate)

63
Conversions
(Aggregate)

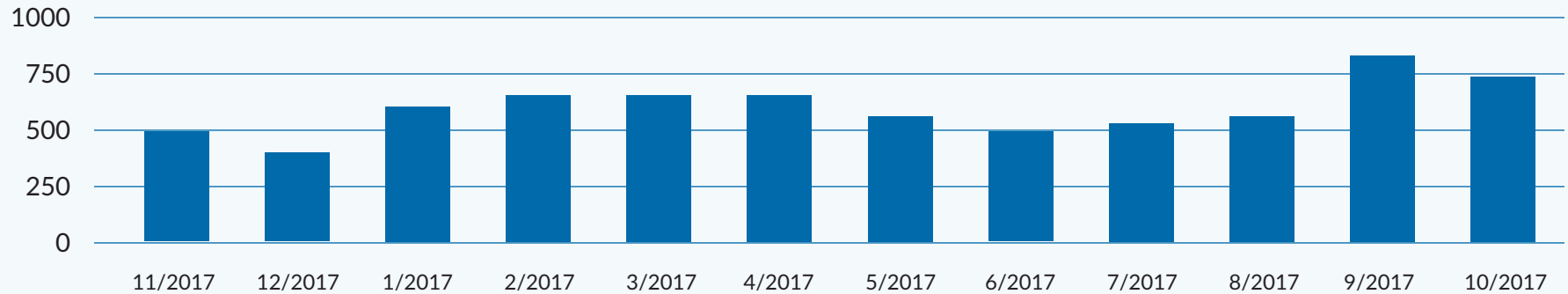
\$93.38
Cost / Conv.
(Aggregate)

CASE STUDY #7

SIGN COMPANY

ACCOUNT PERFORMANCE: CONVERSIONS

11/1/2017 - 10/31/2018



For this outdoor signs manufacturer, spending over \$60,000 per month, we improved on-line leads by 55% while reducing cost by 34%.

1,345,737

1,332,621

**Impressions
(Aggregate)**

0.98%

41,614

38,658

**Clicks
(Aggregate)**

7.65%

\$199,637.57

\$197,569.99

**Cost
(Aggregate)**

1.05%

6,654.59

6,585.67

**Average
Daily Cost**

1.05%

\$4.80

\$5.11

**CPC
(Aggregate)**

-6.13%

2,138

1,379

**Conversions
(Aggregate)**

55.04%

\$93.38

\$143.27

**Cost / Conv.
(Aggregate)**

-34.83%

CASE STUDY #8

ECOMMERCE COMPANY

For this ecommerce company we improved online revenue by 41% year over year, including an 82% improvement in revenues realized directly from Adwords.

Source	ACQUISITION			BEHAVIOR			CONVERSIONS		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conv. Rate	Transaction	Revenue
	6.11%	0.99%	7.16%	16.27%	20.85%	1.19%	12.92%	19.81%	41.44%
	983,356 va	70.02%	688,547	37.99%	6.41	00:03:47	0.13% vs 0.12%	1,288	2,178,410.64
	926,736	69.34%	642,568	45.37%	5.30	00:03:44		1,075	1,540,130.63
GOOGLE / ORGANIC									
May 1 - Sept 20 2017	514,330 (52.30%)	75.25%	387,012 (56.21%)	41.20%	5.78	00:03:21	0.09%	472 (36.65%)	799,474.93 (36.70%)
May 1 - Sept 20 2016	508,535 (54.87%)	73.68%	374,669 (58.31%)	44.66%	5.05	00:03:30	0.06%	315 (29.30%)	469,972.56 (30.52%)
% CHANGE	1.114%	2.13%	3.29%	-7.74%	14.53%	-3.87%	48.15%	49.84%	70.11%
DIRECT / NONE									
May 1 - Sept 20 2017	157,647 (16.03%)	67.83%	106,939 (15.53%)	42.23%	6.60	00:04:09	0.19%	295 (22.90%)	484,835.94 (22.26%)
May 1 - Sept 20 2016	173,801 (18.75%)	69.78%	121,285 (18.88%)	47.69%	5.45	00:04:00	0.16%	280 (26.05%)	364,024.53 (23.64%)
% CHANGE	-9.29%	-2.79%	-11.83%	-11.44%	21.10%	3.75%	16.15%	5.36%	33.19%
GOOGLE / CPC									
May 1 - Sept 20 2017	112,094 (11.40%)	47.33%	53,053 (7.71%)	36.36%	7.72	00:04:37	0.24%	273 (21.20%)	46,299.72 (21.18%)
May 1 - Sept 20 2016	156,364 (16.87%)	55.46%	86,727 (13.50%)	51.07%	5.20	00:03:35	0.11%	168 (15.63%)	252,661.25 (16.42%)
% CHANGE	-28.31	-14.67%	-38.83%	-28.81%	48.58%	28.76%	126.68%	62.50%	82.58%
M.FACEBOOK.COM / REFERRAL									
May 1 - Sept 20 2017	102,579 (10.43%)	77.53%	79,525 (11.55%)	23.12%	6.97	00:03:40	0.04%	45 (3.49%)	82,943.18 (3.81%)
May 1 - Sept 20 2016	4,056 (0.44%)	89.05%	3,612 (0.56%)	21.47%	7.32	00:04:32	0.02%	1 (0.09%)	1,362.99 (0.09%)
% CHANGE	2,429.07%	-12.94%	2,101.68%	7.67%	-4.89%	-19.07%	77.93%	4,400.00%	5,985.38%

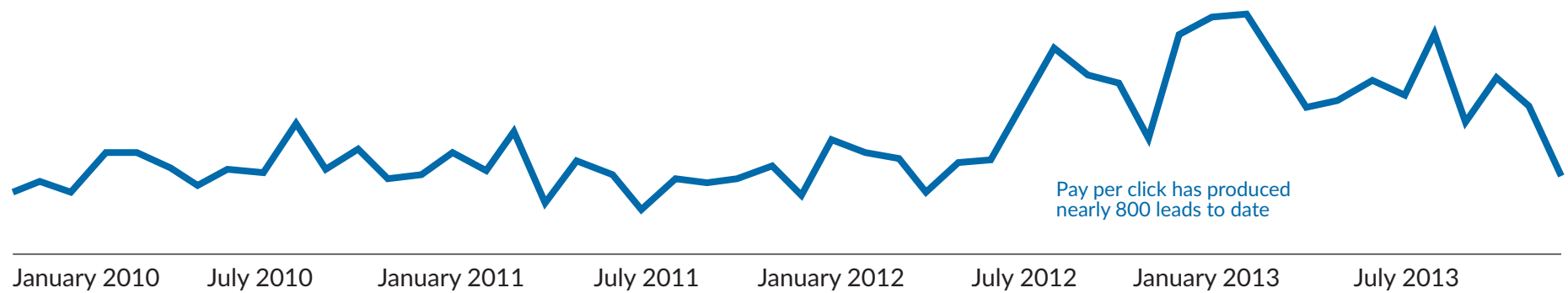
CASE STUDY #9

INDUSTRIAL COMPONENTS MANUFACTURER

Year	Clicks	Improvement	Average CPC	Cost
2009	2,033	642,614	\$1.41	\$2,872.59
2010	13,590	2,971,965	\$1.62	\$21,965.97
2011	8,777	1,283,197	\$2.03	\$17,823.13
2012	12,298	4,909,360	\$1.73	\$21,272.14
2013	14,079	4,393,446	\$1.79	\$25,187.41

This is a B2B industrial company. The client notes and increase in revenue from 12 million in 2009 to 36 million in 2013. He points to the web leads as a major factor in this growth.

Average Cost
\$2000 / month



798 Goal Completion	\$343.00 Goal Value	1.32% Goal Conversion Rate	0.00% Total Abandonment Rate	473 Online Lead	325 Email From Contact Us
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Goal Completion Location	Goal Completions	% Goal Completions
/thank_you.html	473	59.27%
/contact_us_email.html	325	40.73%