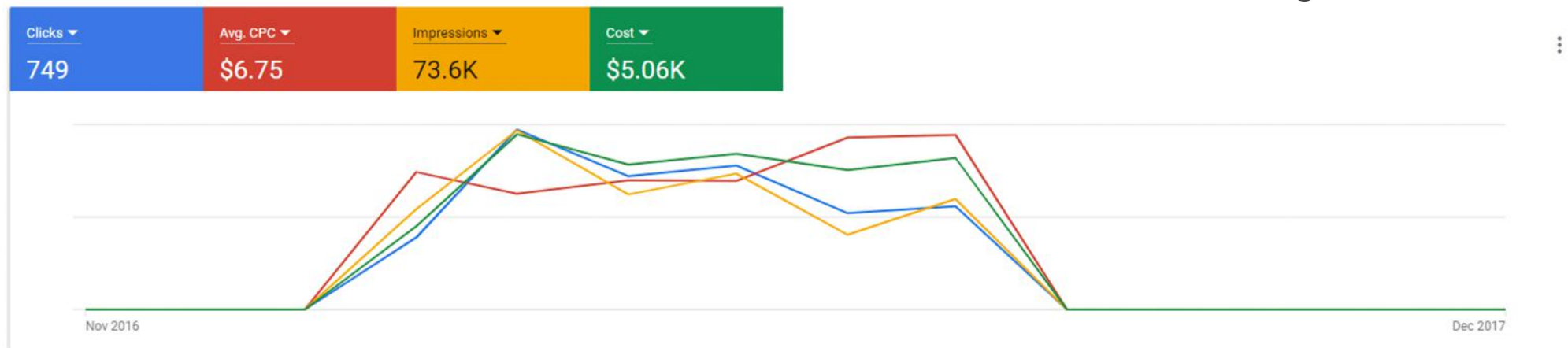


# Campaign Results Prior

Period: Nov 2016 - Dec 2017

Client: Aglass.ca

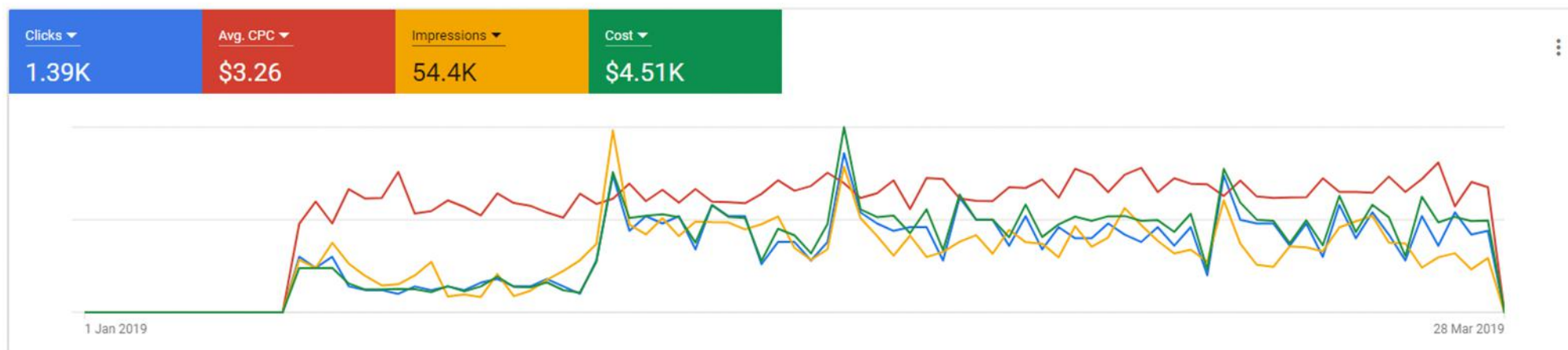


# Campaign Results After

Period: Jan 2019 - Mar 2019

51.7% Reduction in CPC

43% Reduction in Cost Per Conversions



Custom Bidding Strategy and continuous keyword optimization resulted in decreasing the average CPC from \$6.75 from previous campaign to \$3.26 (Average Industry Specific CPC is \$8.5).