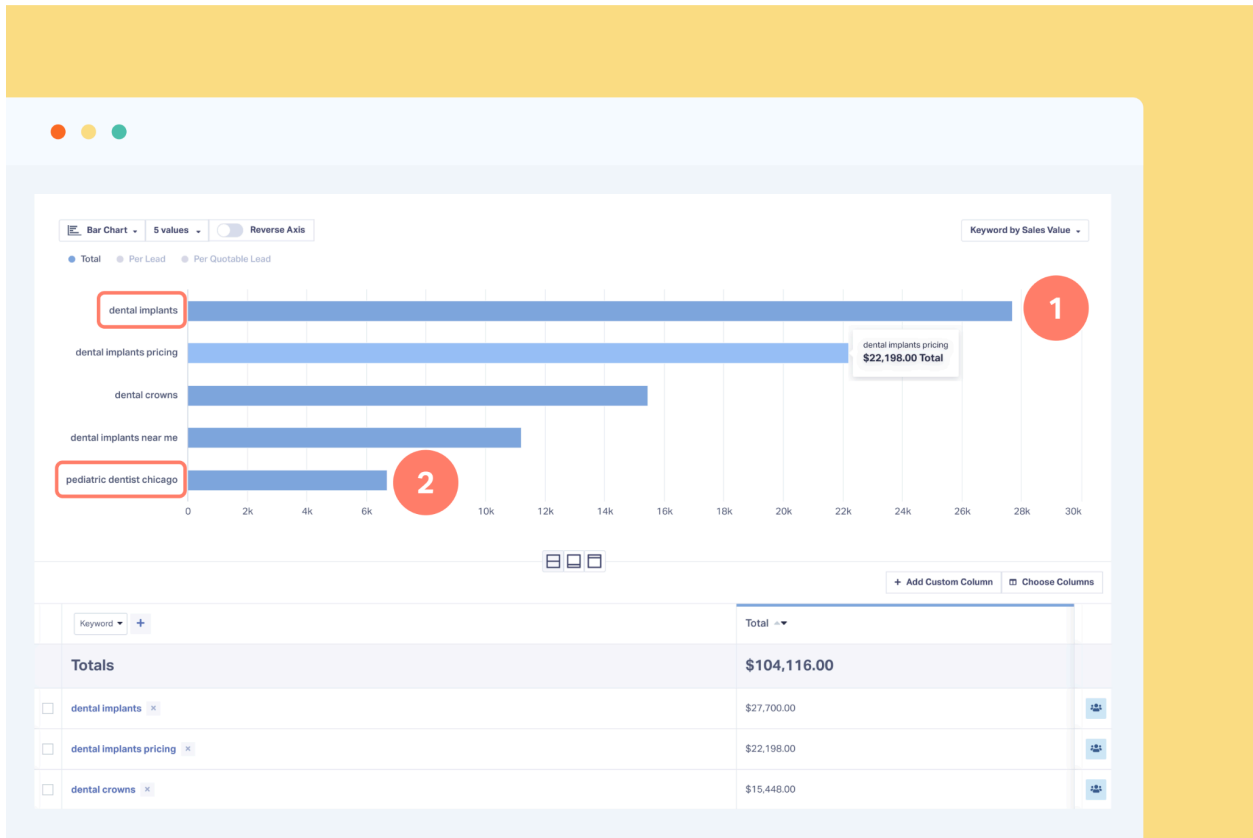


HOW-TO GUIDE

# Optimize Your Marketing Budget

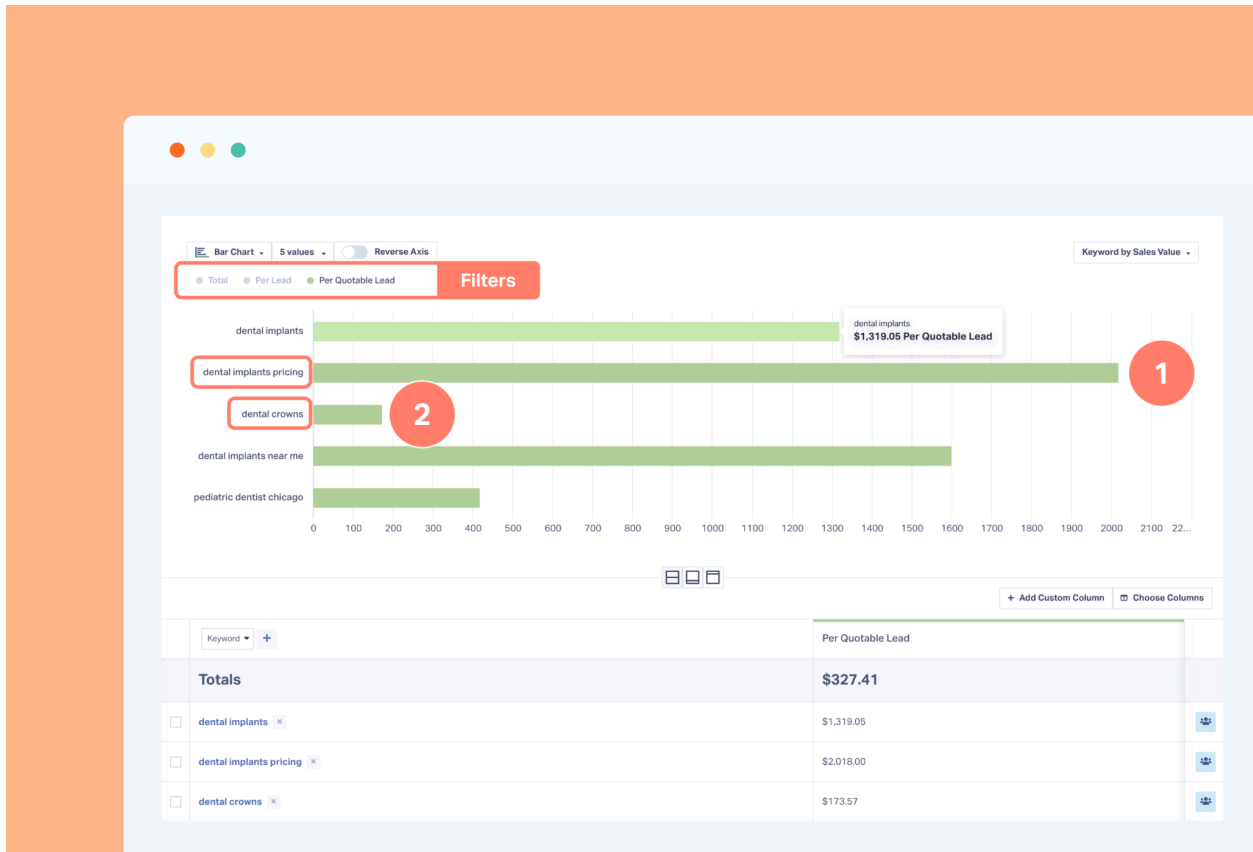
## 1 Find Optimization Opportunities – Example: Keyword Budgeting



Use the **Sales Value by Keyword** report to see revenue each keyword generated.

Optimization opportunities:

1. Increase spending on **high-performing** “dental implants” keyword
2. Reduce spending on **low-performing** “pediatric dentist chicago” keyword



Use the filters for more nuanced insights like **Sales Value Per Quotable Lead**.

Optimization opportunities:

1. Increase budget for **more valuable** “dental implants pricing” leads
2. Decrease spending for **less valuable** “dental crowns” leads

2

## Find Optimization Opportunities – Example: Landing Page Optimization



Use the **Quotable Leads by Landing Page** report to see which pages generated quality leads.

Optimization opportunities:

1. Send ads from “/chicago-crown-dentist” to “/dental-crowns” since it has a **better conversion rate**
2. Send fewer ads to “/chicago-dentist” since it has a **poor conversion rate**