

# 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.