TouchPoint

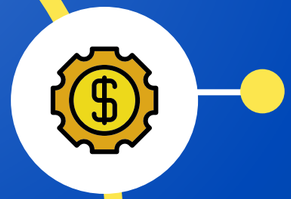
Touchpoint Software

https://www.touchpointsoftware.com/

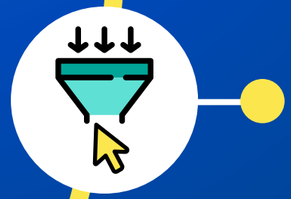
Metrics + Educated Decisions + O4S Talent = Results

73.78% Increase in Clicks (Non Branded KW Campaign)

Click-Through Rate (CTR) increased 9.19% up to 6.32% (Industry standard is 1%)



Avg Cost Per Click decreased 33.16% to $2.62



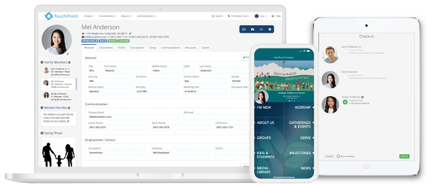
Increased Clicks by 42.75%

Service: Paid Search

Industry: Software

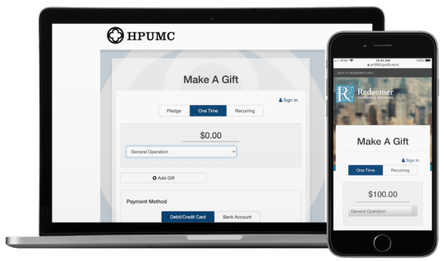
About the Business

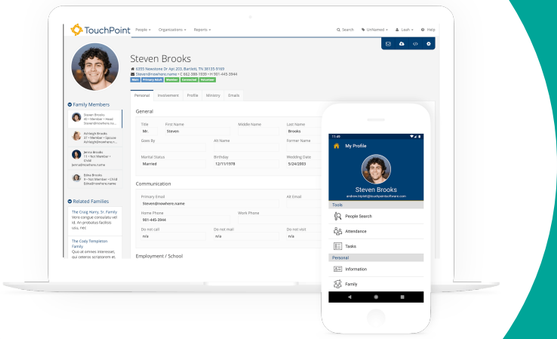
A Cloud-Based Church Management Solution Means Your Important Ministry Information Is Always At Your Fingertips Ready To Access Where You Need It, When You Need It



Issues

Not getting enough traffic or branding. Also having a tough time branding to their target market





https://optimize4success.com

Solutions

Fixed Google Analytics

Fixed Facebook Pixel

Optimize Google Ads Account

Implemented Non Branded, Branded * Competitor keyword Strategies

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Solutions

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