



Agency Overview & Case Studies

About Pursuance Digital

We are a performance-based digital ad agency specializing in PPC campaigns with our main focus being Google Ads & Facebook Ads. We look to generate actual results in the campaigns we manage from generating leads to purchases.

Our only goal is to fulfill your business's goals.

What we can do for you:

- Campaign Planning, Set Up, & Management
- Account Auditing/Optimization
- Ad Creation
- Landing Page Creation

Float Therapy Spa

Platform	Impressions	Clicks	CTR	CPC	Session Bookings	CPA	Conversion Rate
Google Ads - SEM	3,256	359	11.03%	\$1.51	49	\$11.04	13.65%
Google Ads - GDN (Remarketing)	28,877	29	0.10%	\$3.36	10	\$9.75	34.48%
Facebook Ads	29,844	128	0.43%	\$3.34	26	\$16.46	20.31%

- **Objective:** Generate Session Bookings
- **Platforms:** Google SEM, Google GDN, & Facebook Ads
- **What we did:** Campaign planning, ad creation, pixel implementation, & campaign management

Music Producer Training Program

Platform	Impressions	Views	CPV	Clicks	CTR	CPC	Leads	CPL	Conversion Rate
YouTube TrueView for Action	77,536	16,406	\$0.05	1,825	2.35%	\$0.47	886	\$0.97	48.55%

- **Objective:** Generate leads using a free downloadable PDF
 - Also efficiently generated \$1 trials via a squeeze page
- **Platforms:** YouTube TrueView
- **What we did:** Campaign planning, pixel implementation, & campaign management

Thank You

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