



Elite Information Technology

PPC CASE STUDY



Alloroprivatedining.com





ALLORO
NEW YORK PRIVATE DINING

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BUSINESS PROFILE



About Client Business



Alloro provides personal chef and private dining experiences throughout New York City, the Hamptons, and surrounding metropolitan areas

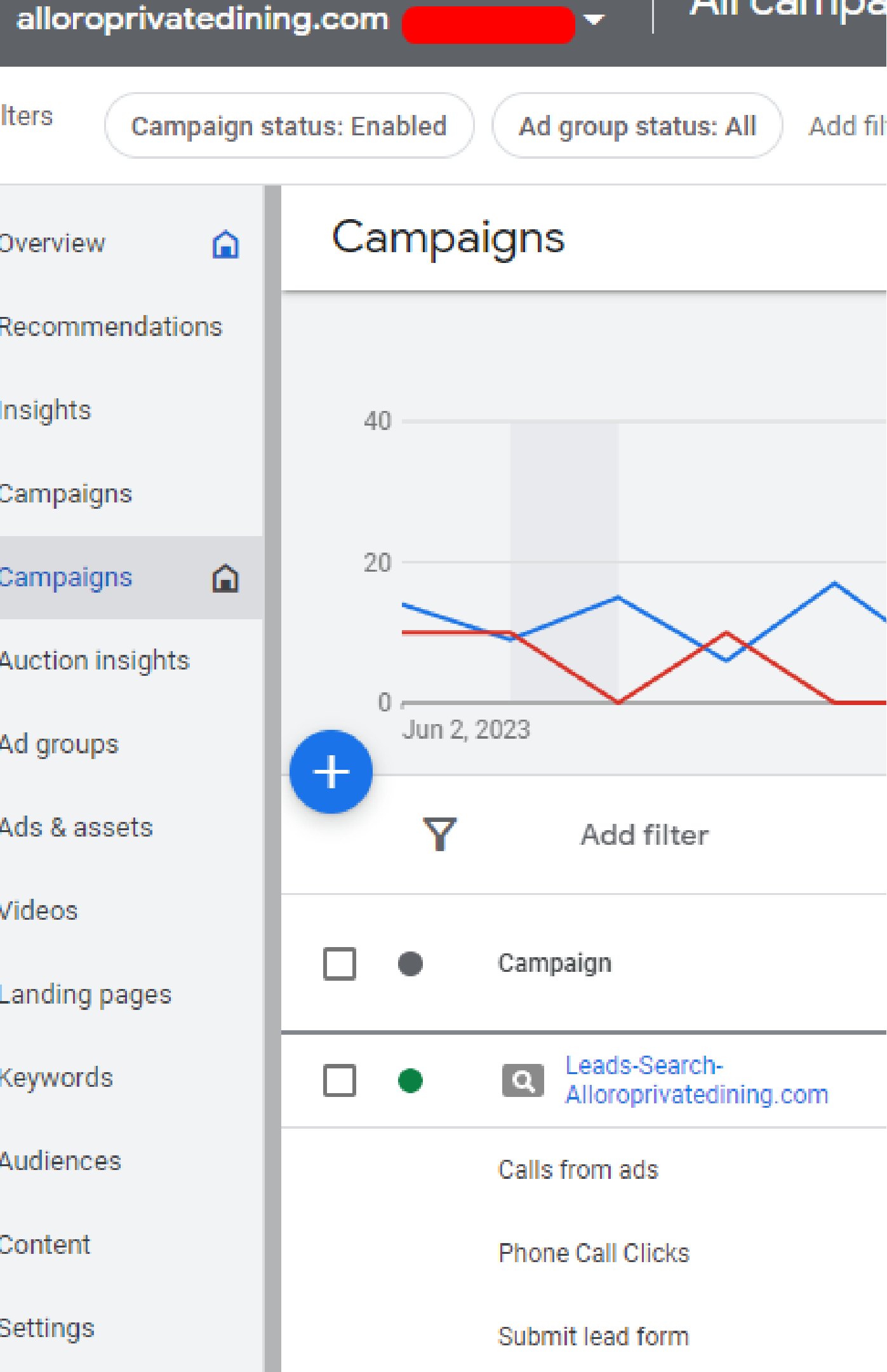
There preparation and cooking methods are rooted in the storied traditions of Puglia, the standard Mediterranean diet, and wisdom shared from Pasquale's youthful days in Italy.

OUR CHALLENGES



- Alloro had previously worked with a few PPC management agencies that managed their account. They often faced challenges in getting leads and calls. It is now a big challenge for us to get the leads as the kind of service they were providing is usually taken by rich people.
- The existing campaign was run by some other agency, they were targeting the keywords in the broad match, and the location setting was not proper. By that irrelevant user visiting the website and budget is spending on those people only.



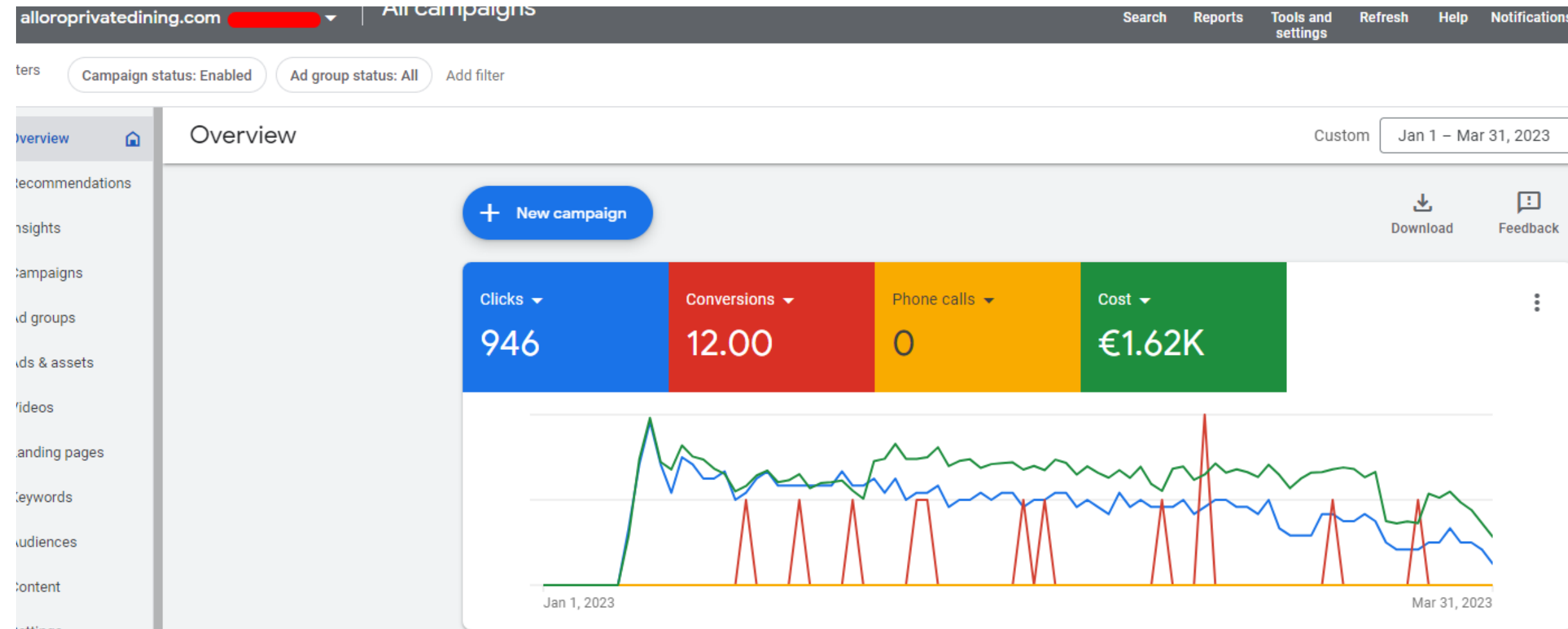


STRATEGY

- As we told you about the challenges we faced, we now did the analysis of the target audience and the market we have to promote the brand.
- After checking all these we came to the solution that running a search campaign is good as we need the relevancy here and the search ad can get the most relevant user. By this, we can think of getting the leads.
- We need to use all kinds of extensions in the ads like call out, call, site link, etc.
- If this search campaign would not work then we also have a second plan which is the performance max campaign.

RESULTS

When We Started the Work

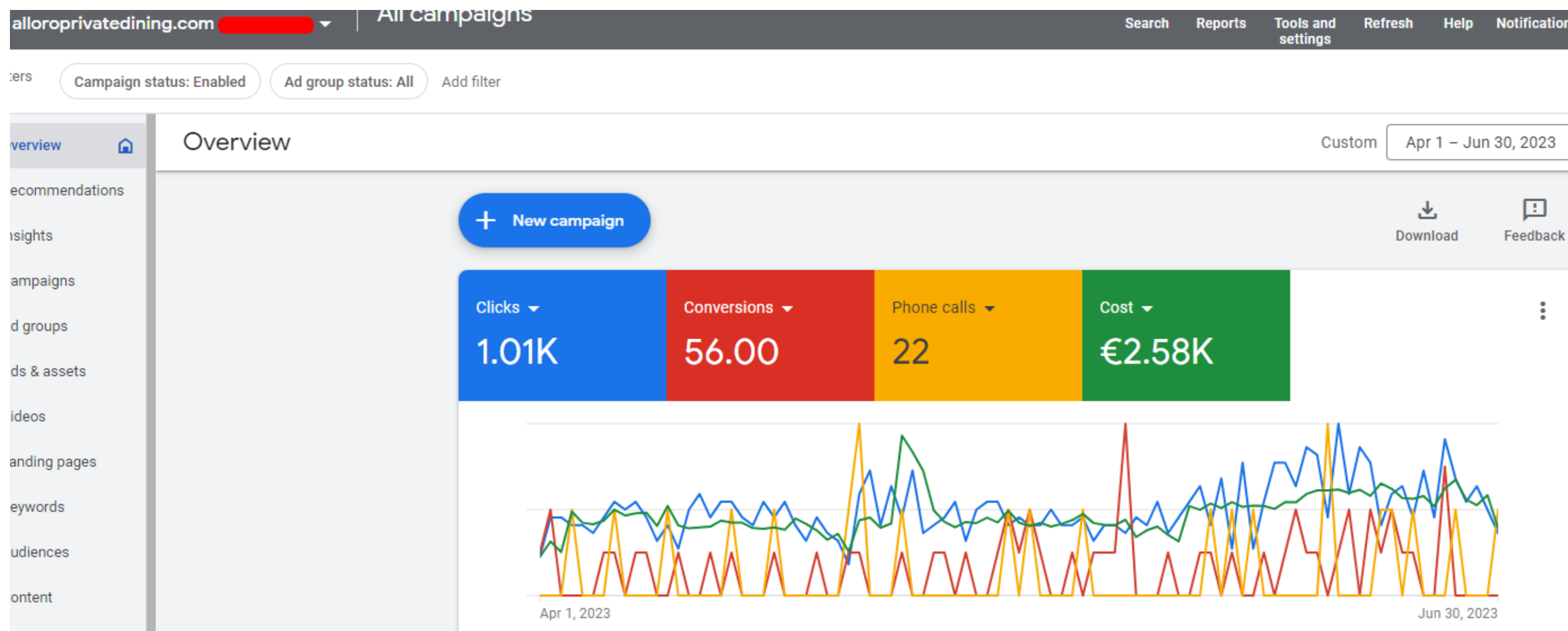


Ad Spend - \$1.62K

Conversion - 12

Clicks - 946

RESULTS WE ACHIEVED



Ad Spend - \$2.58k

Conversion - 56

Phone Call Lead - 22

Clicks - 1.01K

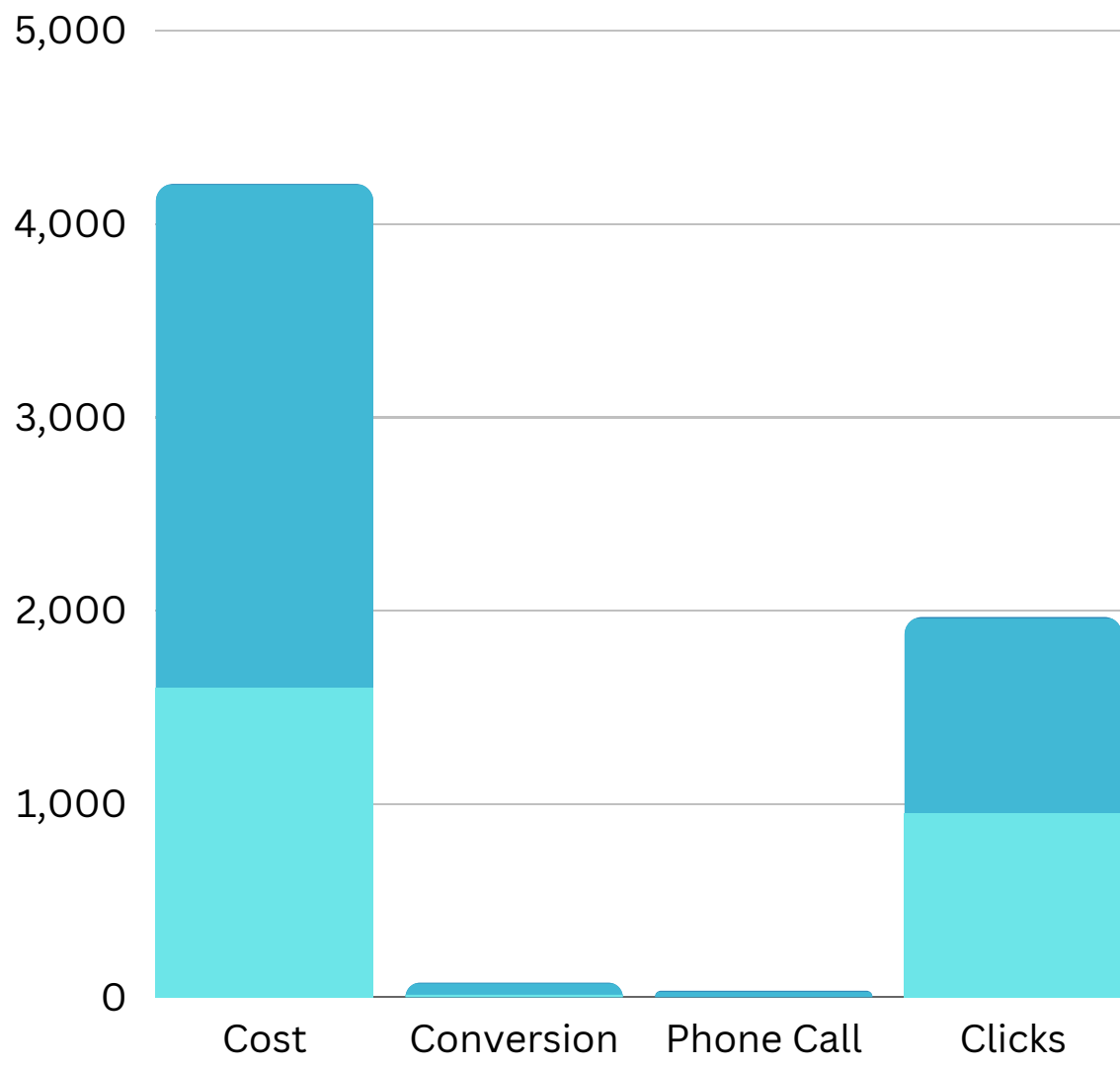


RESULTS SUMMARY



As you checked the result of screenshot at the starting of the work and the final results which we are still achieving right now

At initial **Alloro** was getting **12 Conversion** but after we start the work, setting up a new campaign, using the correct strategy, and optimizing the campaign on the basis of data we are getting **56 Conversion** and **22 Phone Call Leads** which means there is improvement in the conversion and phone call leads.





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THANK YOU

for your attention

Get in touch



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