

# **When Big Data**

Gets Invited  
To The

# **Content** Party







Last month  
CEO w/ No Data  
Marginalize a GOOD content team



That  
**SHIT**  
STOPS  
TODAY!





Goal:  
Make a singular piece of  
content that shows your  
value / worth



**New Words:**  
Revenue  
Customers  
Yield/\$  
ROI





# READY???



**24 months ago**





Most of what I presented  
was ineffective







1 year data > My 20 years experience





# How did I get there?



# **It Started With A Deck**





I THOUGHT  
I knew how to do  
keyword research



# AdWords Data In AdWords





# Rank Data In Rank Tools







Awesome Alone



# **Awesom-er Together**







**Seer can  
Be the  
Bridge**



I missed 1 clue  
& that cost a client  
\$30,000!



GOOGLE



deck plan



Google Search

I'm Feeling Lucky



**Assumption:  
Want to  
build this.**







**Crushing CPA Goals**







Google AdWords  
**didn't**  
tell me about





**Keyword Gremlins!!!**



But Google Organic Was  
Like...





**I can help, let me show you**



## Free and Low-Cost Deck Plans for a DIY Project - The Spruce

<https://www.thespruce.com/...> > Outdoor Rooms > Outdoor Room Ideas > Decks >

Mar 29, 2019 · The most difficult part of building a deck may be planning and designing the project.

You've decided that it's a deck and not a patio you want to ...

# You see domains?

[Deck Designs & Plans | Free Deck Plans | Design Ideas | TimberTech](https://www.timbertech.com/design/deck-plans)

<https://www.timbertech.com/design/deck-plans> >

These deck plans (plans) are not considered valid unless approved by your local building inspector or structural engineer. Any use of any plan on this website is ...

## Design and Build a Deck - Lowe's

<https://www.lowes.com/projects/porch-deck-and-patio/design-and-build-a-deck/article> >

Building a deck is the ultimate backyard DIY project. This series of articles and videos shows you step-by-step instructions for each phase. First, create a plan.

## Deck Plans : Princess Cruises

<https://www.princess.com/deckPlans.do?shipCode=EP> >

\*Deck plans are subject to change at any time. Photos, floor plan diagrams, and amenities represent typical arrangements and may vary by ship and stateroom.

## Deck Plans | Symphony of the Seas | Royal Caribbean Intl.

<https://www.royalcaribbean.com/cruise-ships/symphony-of-the-seas/deck-plans> >

Royal Caribbean's Symphony of the Seas deck plan shows entertainment, activities and room details plus locations of every pool, bar, lounge, restaurant with ...



A high-angle, wide shot of a cruise ship's deck at night. The deck is packed with a large crowd of people. In the center, there is a circular area with a blue canopy. Numerous bright blue laser beams radiate from the top of the ship, creating a starburst effect against the dark sky. The ship's superstructure, including two funnels, is visible in the background.

**HOLY SHIP!**





# Deck Plan vs Deck Plans

## **Different Intents!**





ANOTHER  
ONE



*ML*  
MUSIC & LITERATURE





2  
years  
ago



21 Savage - Bank Account (Official Audio) - YouTube  
https://www.youtube.com/watch?v=2000P\_1TQ

Lyrics  
I got one, two, three, four, five, six, seven, eight, nine in my bank account, yeah (oh Gadi)  
in my bank account, yeah (oh Gadi)  
in my bank account, yeah (oh Gadi)  
in my bank account, yeah (oh Gadi)



## Bank Account lyrics - Despacito lyrics

<https://despacito-lyrics.com/21-savage-bank-account-lyrics/>

Lyrics to "Bank Account" — Verse 1 — I buy a new car for the bitch (for real) I tear down the mall with the bitch (for real) You can't even talk to the bitch (no) She fucking with bosses and shit (on God) I pull up in Rolls and shit (aww) With choppers and Harleys and shit (for real) I be Outta'd down, Gucci, you wearing Lacoste ...

## 21 Savage Bank Account Lyrics - Lyrics Mix

<https://lyricsmix.net/21-savage-bank-account-lyrics/>

Uploaded by MercerGT

I buy a new car for the bitch (for real). I tear down the mall with the bitch (for real).  
You can't even talk to the ...

## Get \$200 Chase Checking Coupon | New Chase Customers Get \$200

[accounts.chase.com/](https://accounts.chase.com/)

Get \$200 With A New Total Checking Account With Direct Deposit. Learn More!

Access to 16,000+ ATMs - 24/7 customer service - Over 5,100 Chase branches

Open Your Account Online - Chase Checking - Chase Savings - Compare Checking Products

## M&T Bank Checking Accounts | Open Today & Get A \$150 Bonus

[bank.mtb.com/Checking-Offer](https://bank.mtb.com/Checking-Offer) • (866) 795-0658

★★★★★ Rating for mtb.com: 4.4 - 145 reviews

Convenience & Cash - Get Both With M&T - Open Online Or Get A Redeemable Coupon.

9 830 Eighth Avenue, New York, NY - Open Today - 9:00 AM - 5:00 PM -

Paying  
For..

## Searches related to bank account lyrics

bank account lyrics clean

bank account lyrics youtube

bank account lyrics 21 savage

bank account song lyrics

bank account lyrics lil wayne

bank account 21 savage youtube

bank account lyrics joyner

bank account 21 savage mp3

« **Google** »

Previous

1 2 3 4 5 6 7 8 9 10

Next



**\$60,000 in 6 months!**





About 2,192 (2025) results (0.15 seconds)

### Citibank® Savings Account | Take Advantage of 2.36% APY | cit.com

<https://www.cit.com/savings/highyield> •

Open Citi® Automatic Savings. Apply money to 4 Easy Spend Smart Rewards. Deposit \$100. Get more than just a Simple Rate. Bank virtually anywhere with the Citi Mobile App. Bank virtually anywhere. Use national savings rate. No minimum deposit. Calculate your savings.

#### Bank Anywhere You Are

Get instant & secure access to your account on the Citi Mobile App.

#### Start Saving Now

Open a High-Yield Savings Account. No Minimum Deposit Required.

### Get \$200 with KeyBank® | Open a checking account today

[www.key.com/](https://www.key.com/) •

Qualifying checking accounts have online banking, mobile check deposit & more.

### Platinum Checking Account | \$400 Offer From Citizens Bank®

[www.citizensbank.com/\\$400BonusOffer](https://www.citizensbank.com/$400BonusOffer) •

Open a Platinum Checking Account with better rates & perks. Free and up to \$400.

### New Chase Customers Enjoy \$200 | No minimum deposit to open

[accounts.chase.com/](https://accounts.chase.com/) •

Get \$200 with a New Total Checking Account with direct deposit, loans more. Minimum \$100.



### 21 Savage - Bank Account (Official Audio) | YouTube

[https://www.youtube.com/watch?v=4V209E\\_JTQ](https://www.youtube.com/watch?v=4V209E_JTQ)

# Today



ANOTHER  
ONE



*ML*  
MUSIC & LITERATURE



### The Norlan Whisky Glass | The Glass That Changes Whisky

[www.norlanglass.com/](http://www.norlanglass.com/)

Modern tumbler meets performance sipping glass. The perfect combination of design, science, and ritual to enhance your whisky drinking. Master Distiller Refined. Hybrid Design. Fast Shipping. Digitally Crafted. Styles: Modern lightweight design, Reduces ethanol burn.  
[About Us](#) · [Contact Us](#) · [Kist Case](#) · [Available Products](#)  
Whisky Glass - from \$48.00 - sold as a set of two - [More](#)

Video



Morgan Wallen - Whiskey Glasses - YouTube

<https://www.youtube.com/watch>

Artist: Morgan Wallen



# Where in AdWords Does Google Tell You “A Video is the #1 result”





### The Norlan Whisky Glass | The Glass That Changes Whisky

[www.norlangulass.com/](http://www.norlangulass.com/)

Modern tumbler meets performance sipping glass. The perfect combination of design, science, and ritual to enhance your whisky drinking. Master Distiller Refined. Hybrid Design. Fast Shipping. Digitally Crafted. Styles: Modern lightweight design, Reduces ethanol burn. About Us - Contact Us - Kist Case - Available Products. Whisky Glass - from \$48.00 - sold as a set of two - More +

10's of  
thousands of  
bad clicks



Morgan Wallen - Whiskey Glasses - YouTube

<https://www.youtube.com/watch>

Artist: Morgan Wallen



One of my favorites for content marketers



# Organic vs PPC Landing Page Mismatch



Found 144,000,000 results (0.76 seconds)

**Open an Online Savings Account | Ally Bank® (Member FDIC)**[Open an online savings account](#)

Open an Online Savings Account at Ally Bank®—The "Best Online Bank" by MONEY Magazine  
Ally Bank® | Ally Bank CD | Money Market Account | No Penalty CD Account | Ally Bank Withdrawal

That can help you avoid the temptation to spend your wedding savings before your wedding comes.

- American Express National Bank. Learn More. 2.10% APY. B+
- Capital One. Learn More. 2.00% APY. B+
- Goldman Sachs Bank USA. Learn More. 2.25% APY. A+
- SunTrust Bank. Learn More. 2.25% APY. A
- Discover Bank. Learn More. 2.10% APY. A+

Aug 11, 2016

**How to Set Up a Wedding Savings Account - MyBankTracker**<https://www.mymoneycentral.com/savings/setting-up-wedding-savings-account-201716> [Share this post](#)  [Feedback](#)**People also ask**[What banks have the best interest rates on savings accounts?](#)[How can I save for a wedding in a year?](#)[How much should you save a month for a wedding?](#)[Where can I earn the most interest on my money?](#)[Feedback](#)



APY. An ...

- Synonym Bank. Learn More 2.25% APY An ...
- Discover Bank. Learn More 2.10% APY An ...

Sep 11, 2018

#### How to Set Up a Wedding Savings Account - MyBankTracker

<https://www.mybanktracker.com/savings/lay-set-up-wedding-savings-account-282188>

Share this post Feedback

People also ask

What banks have the best interest rates on savings accounts?

How can I save for a wedding in a year?

How much should you save a month for a wedding?

Where can I earn the most interest on my money?

Feedback

#### 7 Simple Steps to Start a Wedding Savings Account

<https://www.brightstarfinancial.com/.../7-simple-steps-start-wedding-savings-account/>

Planning a wedding can be expensive but establishing a wedding savings account will help keep the cost under control.

#### How to Set Up a Wedding Savings Account - MyBankTracker

<https://www.mybanktracker.com/savings/lay-set-up-wedding-savings-account-282188>

Sep 11, 2018 - This can help you avoid the temptation to spend your wedding savings before your wedding comes. American Express National Bank. Learn More 2.10% APY An Capital One. Learn More 2.05% APY An Discover Bank. Learn More 2.10% APY An Synonym Bank. Learn More 2.25% APY An Discover Bank. Learn More 2.10% APY An

#### How Do I Pay for My Wedding?: 5 Tips for Saving | Ally

<https://www.ally.com/blog/.../how-do-i-pay-for-my-wedding-5-tips-for-saving/>

Sep 1, 2018 - The sooner you set up the online savings account, the sooner you will get behind about wedding costs and your wedding dreams from stress.





## Online Savings Account

★★★★★ 4.7 (7,220 Reviews)



save smarter.  
"best online bank"  
Money® Magazine 2018

Annual percentage yield of

**2.20%**

on all balance there

# PPC Page = 0 Mentions

A great rate is just the beginning.

We reward you for banking with us, not the other way around.



Earn 20x the national average with  
interest compounded daily.



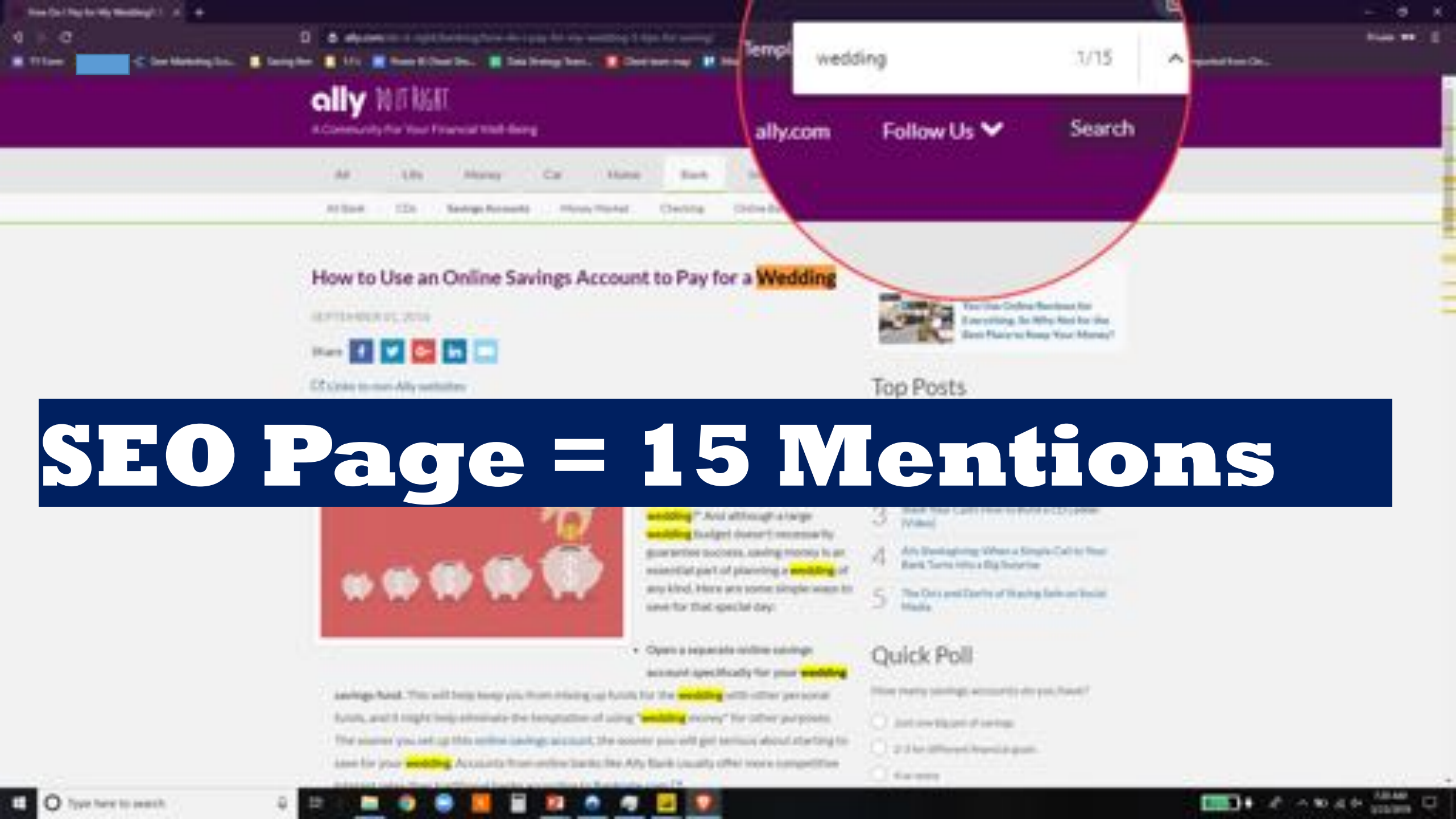
No monthly maintenance fees or  
minimum balance requirements.



24/7 support.

Call, chat or email us any time. A real person  
is always available to help. Always.





**SEO Page = 15 Mentions**



# COMBINE SOURCES

PPC: Search Term | Ad Final URL

+

SEO: Ranking URL | Ranking Position

+

Analytics: Landing Page | Bounce Rate



Result 18 of 100,000 results (0.77 seconds)

### Joint High-Yield Account | Simplify Your Wedding Planning

[www.gifted.com](#) •

With Joint and Individual Accounts at Simple, "Young", "Mid" and "Old" Bank Separates  
Effortlessly Save for Your Wedding with Automatic Dual Contributions, Simple Debit Card, Mobile  
Banking - \$0.000 Fees, 0.75% APY, \$100,000 FDIC Insured

### Citi® High-Yield Bank Account | 2.05% APY on All Balances

[Banking with Citi/Savings/High Yield](#) •

Open Citi® Accelerate Savings. Apply Online in 5 Easy Steps! Select Markets. Member FDIC. Get  
More Than Just a Quarterly Rate. Bank virtually anywhere with the Citi Mobile App. No  
minimum deposit. No limit on earnings. Easy online application. Bank virtually anywhere.  
Home Mortgage Loans - Home Equity - Financial Goals - Credit Cards - Apply Online

### You Can Money | No-fee Online Savings Account | marcus.com

[www.marcus.com](#) • [marcus.com](#)

No Minimum Balance and interest compounds daily. Member FDIC Bank USA Member FDIC

### Top High Yield Savings (2019) | Open an Account in Under 5 Min

[www.depositaccounts.com/Savings/Rates](#) •

Grow Your Savings with the Most Competitive Rates. Compare & Open an Account Online Today

### Wedding savings accounts: How I saved for my wedding

[https://www.gifted.com/insider.org - Saving & Investing - Banking](#) •

Feb 03, 2018 - Average wedding costs have skyrocketed to \$30,000 (see our calculator to plan  
how much you need to save in a wedding savings account)

#### People also ask

How much money do you need to save for a wedding?

How do I start saving money for my wedding?

Clues  
Paid URL  
Paid AD  
LP Content



# Simple.com Team







**Found the Clues**



## Wedding savings accounts: How I saved for my wedding

<https://www.gettyimages.com/.../Savings & Investing - Banking>

**Feb 13, 2015** - Average wedding costs have skyrocketed to \$30,000! Use our calculator to plan how much you need to save in a wedding savings account.

### People also ask

How much money do you need to save for a wedding?

How do I start saving money for my wedding?

How do I save for a wedding in 6 months?

How do I save for a house and wedding?

Related

## How to Set Up a Wedding Savings Account - MyBankTracker

<https://www.mybanktracker.com/savings/faq/set-up-wedding-savings...>

**Aug 11, 2015** - Learn how you can create a the right savings account that will help you establish a wedding fund, including what account to pick and how to...

## How Do I Pay for My Wedding?: 5 Tips for Saving | Ally

<https://www.ally.com/.../do-it-right/banking/how-do-i-pay-for-my-wed...>

**Aug 1, 2014** - How to Use an Ally Savings Account to Pay for a Wedding - A separate online savings account specifically for your wedding savings fund.

## Wedding savings account | Weddings, Planning | Wedding Forums

<https://www.weddingforums.com/.../Planning/Questions from Planning>

**Nov 4, 2015** - They didn't opened up a bank account just for wedding savings!

**Just Savings Account to save for wedding | Weddings, Planning** - Jan 3, 2015

**Saving and bank account? Thoughts? | Weddings, Planning** - Mar 13, 2015

Clues  
Dates (ROI)  
Domains  
Rank #  
Site Types



## People also ask

How much money do you need to save for a wedding?

If, for example, **you** have a year to **save** for your **wedding**, your estimated costs total \$30,000, and **you** only have \$15,000 coming from **savings** or parental gifts, **you'll need to save** \$1,250 a month, on average, until your **wedding** date arrives.

[How to Save for a Wedding: A Four-Step Guide | The Motley Fool](#)

<https://www.fool.com> · personal-finance · how-to-save-for-a-wedding

Search for: How much money do you need to save for a wedding?

How do I start saving money for my wedding?

### 1. Start With a Well-Defined Budget

1. Set a Hard Maximum. First, look at your savings and determine how much you and your soon-to-be spouse can afford to put toward your wedding – every single aspect of it. ...
2. List All Known Expenses. ...
3. Make Educated Estimates for Other Expenses. ...
4. Build a Buffer. ...
5. Arrive at Your Target Budget.

[How to Save Money on a Wedding - Top 10 Ways - Money Crashers](#)

<https://www.moneycrashers.com> · save-money-wedding

Search for: How do I start saving money for my wedding?

People also ask  
Singular answer



amazon echo



Google Home



**Prepare for this**



Report: [www.janetkelly.com](#) - Blog - Saving for a Wedding to Remember  
Aug 8, 2019 - Establish a separate savings account. Commingling your wedding funds with the money you use to pay bills is a bad idea. It's hard to keep ...

### HSBC Direct Savings | Open An Online Savings Account

[www.hsbcdirect.com/](#) •

Grow Your Savings With Our Competitive Rate Of 2.05% APY. App  
Online transfers. FDIC-insured. Online banking. Mobile check dep  
HSBC Direct Savings, Online Savings Accounts, Money Management  
1027 Arch St, Philadelphia, PA - Open today: 9:00 AM - 5:00 PM

### Saving For A Wedding? | 20 Times Better Interest

[www.axiomgo.com/Savings/Goal](#) •

Achieve your savings goals with the new AxiomGo savings account  
Vault has been opened. We are proud to release Goal Savings!

### Earn up to 8% Return | Automation Finance

[www.automationfinance.com/](#) •

High Yield Alternative Investment. No Investment Minimum. Sign up today to  
see how you can earn great returns while managing your risk. No Fees. Chat Support  
Available.

How It Works - Contact Us - About Us - Fund IV - About Us

### Searches related to savings account for wedding

wedding savings account app

chase wedding account

wedding savings app

online savings account

best savings account

free savings account online

saving for child's wedding

online saving bank account

App (medium)  
Chase (brand)  
Best (compare)





**Clues Everywhere**



# Data is the new oil!







**Here's your toolset**



# Data is the new oil!



**Only if you got the right tools**





# **Tools:** **Power Bi / Tableau / DS**





**Better way!**





# Making The Case for Big Data





# A Content Marketer With The Right Drill Sounds Different



“I’m going to target  
ZERO VOLUME  
Searches”



# Small Data Content Marketer





# Big Data Content Marketer





MSV

1000

13500000



456.10K

Impressions

24.00K

Clicks

331

Conversions


\$43.85K

Cost

794

Count of Search term





55.17K

Impressions

21.58K

Clicks

745

Conversions

\$73.88K

Cost

16.15K



**SEO + PPC = Instant Clarity**





# Who Wants To

Drill Down From

**877,543** Content Pieces

To Find The

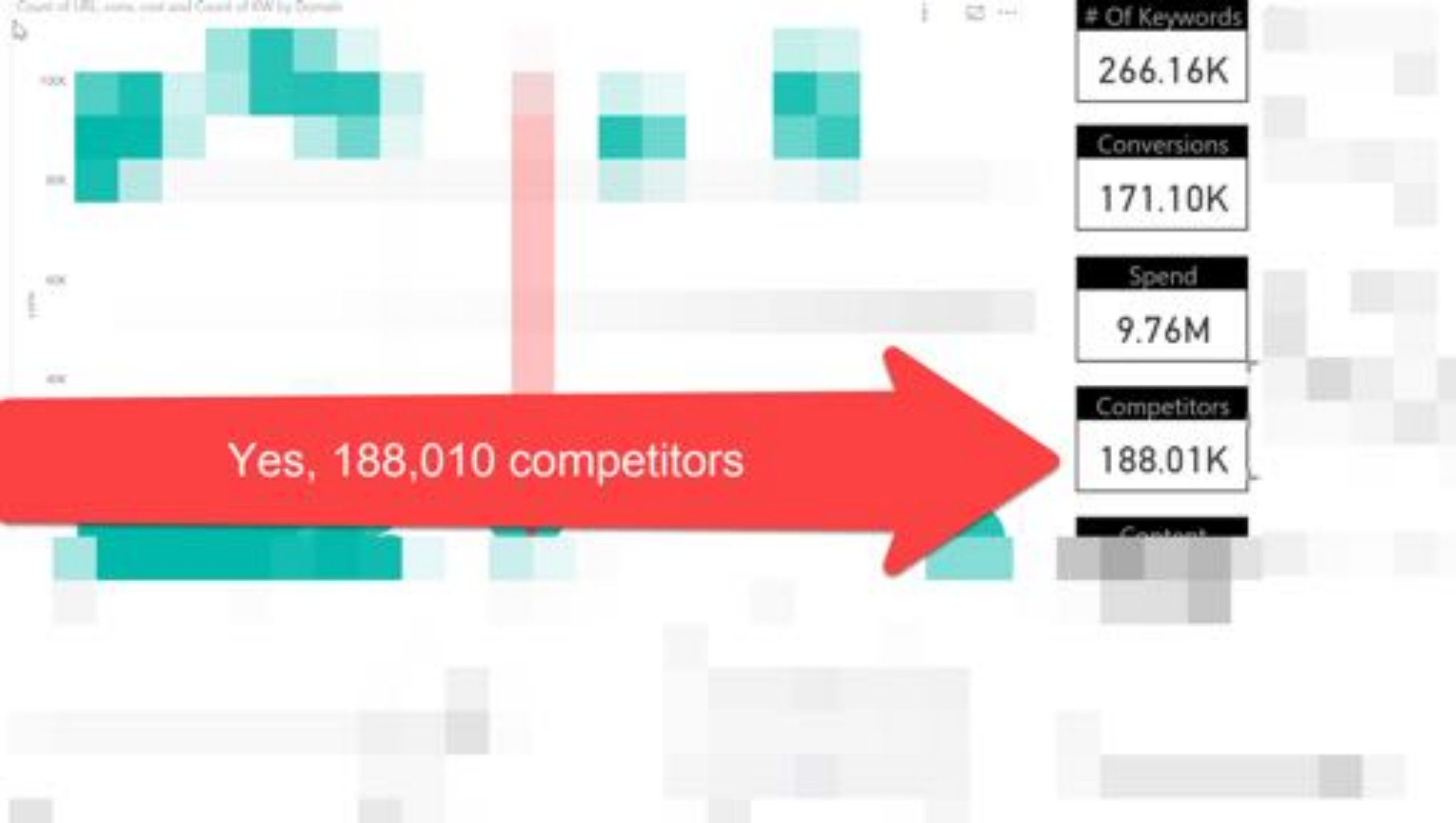
**1 Piece** of Content

To Drive Highest \$\$\$.

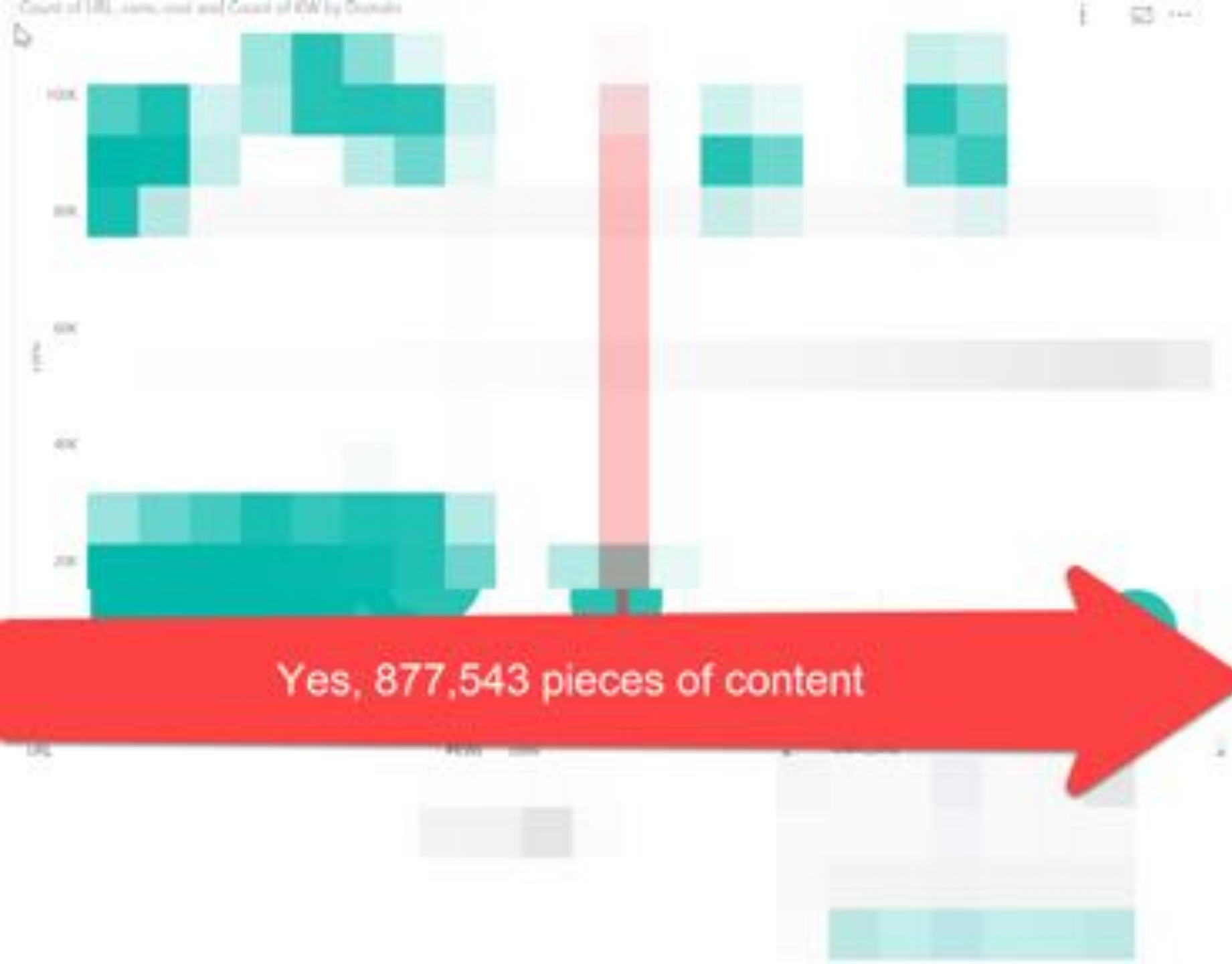


30 – 60 seconds









# Of Keywords

266.16K

Conversions

171.10K

Spend

9.76M

Competitors

188.01K

Content

877.54K

Yes, 877,543 pieces of content







X Axis = # of Unique Pages in top 20

# Of Keywords

266.16K

click

0 2714262

9.76M

Competitors

188.01K

Client\_Rank

1 100

Content

877.54K

Competitor Rank

1 20

6K  
Count of URL

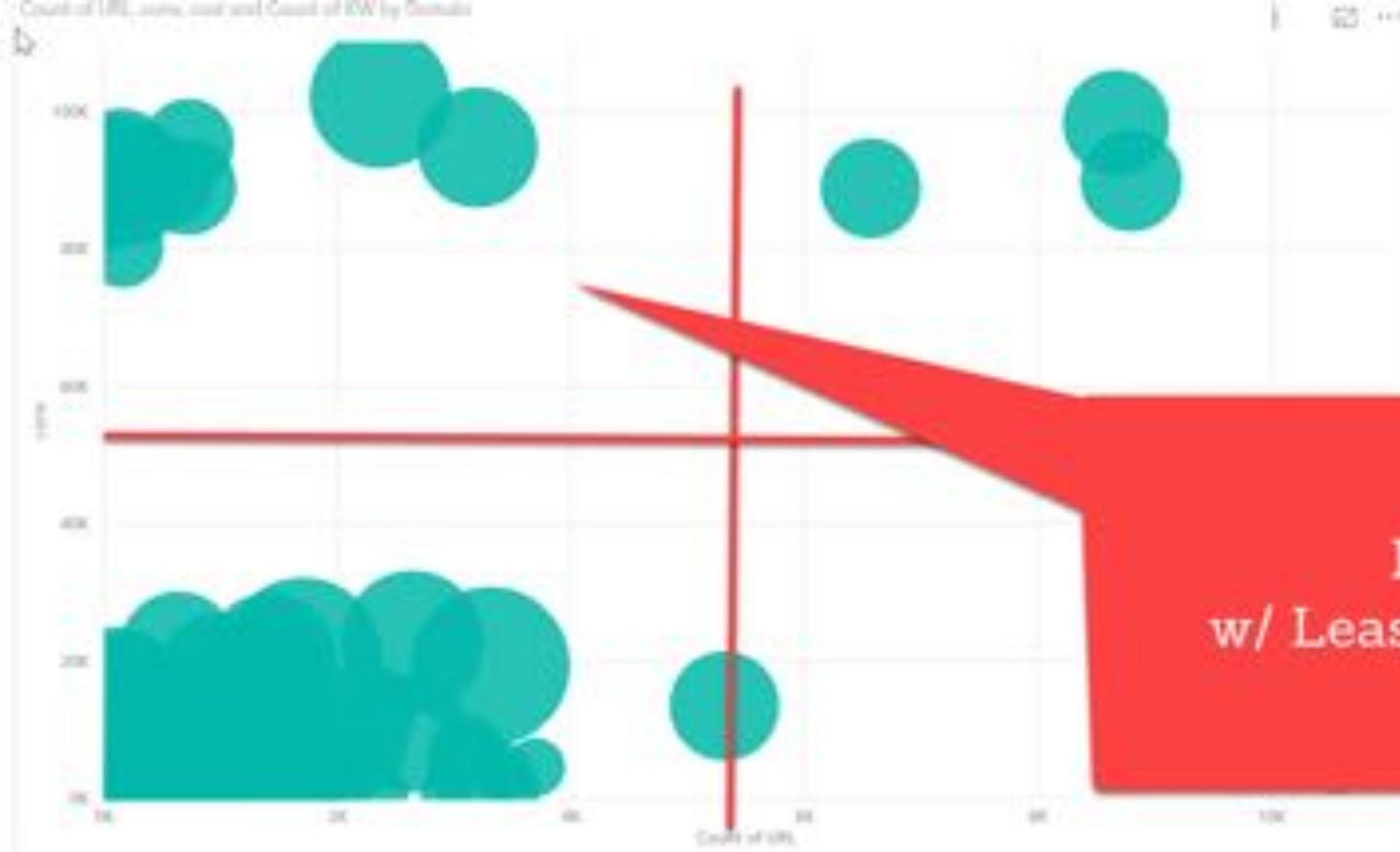
EW

Search









# Of Keywords

266.16K

clicks

0 274262

Conversions

171.10K

cost

0.00 500.414.53

Spend

cost

0.00 877.54K

Domains  
w/ Least Content Built

877.54K

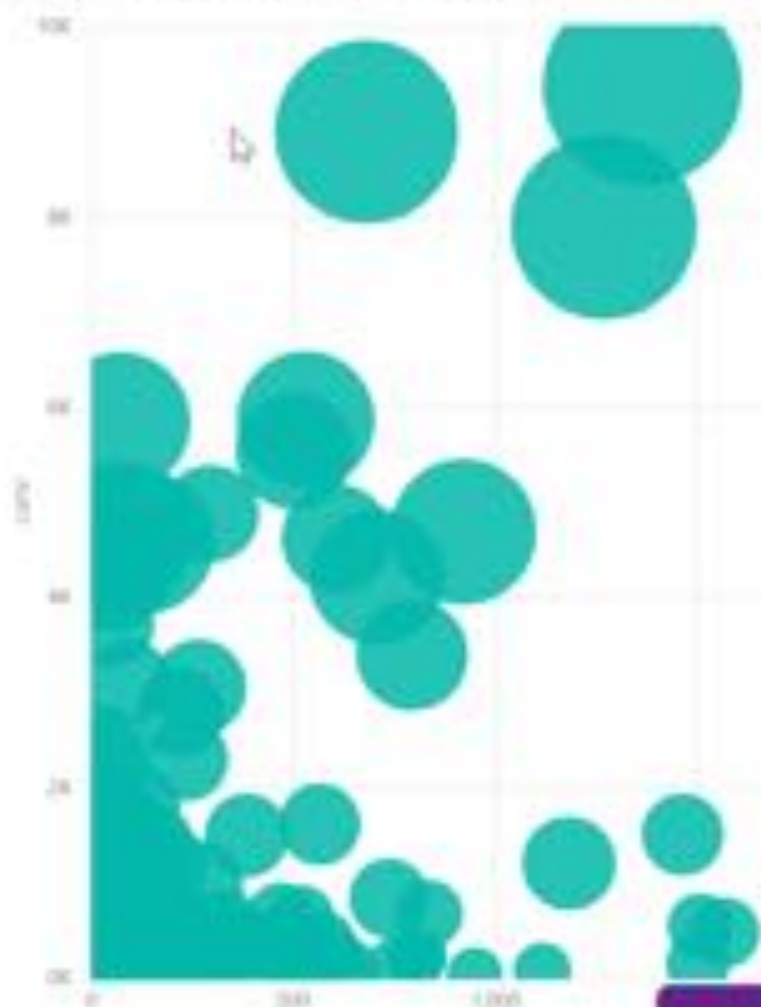
URL	#OfKW	cost
253794	148.434.00	
203941	144.303.00	
13085	12.887.00	
10147	9.572.00	
<b>Total</b>	<b>266588</b>	<b>171,181.88</b>

Client_URL	#OfKW
138115	
0	
4	
0	
0	
0	
<b>Total</b>	<b>266588</b>

KW

Search





**We don't rank  
on page 1**

**Competitor  
Ranks Top 5**

# Of Keywords

216.95K

clicks

0 214012

Conversions

59.22K

cost

0.00 900.414.53

Spend

7.95M

cost

0.00 71,800.00

Competitors

50.15K

Client\_Rank

11 105

Content

213.40K

Competitor Rank

1 8

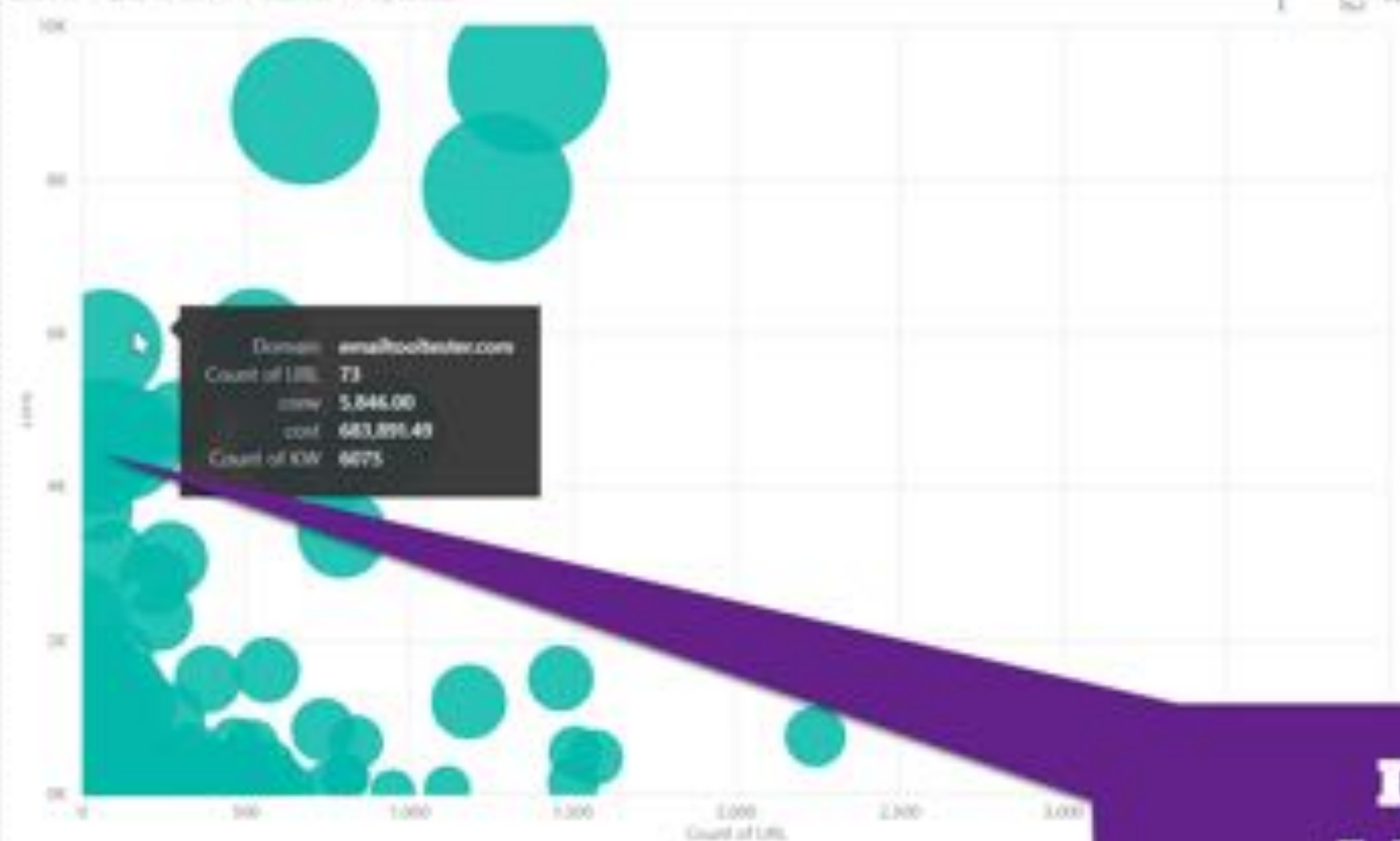
100

Search

Q



Count of URL, spend, cost and Count of KW by Domain



# Of Keywords

216.95K

clicks

274262

Conversions

59.22K

cost

500,414.11

Spend

7.93M

conv

73,800.00

Competitors

50.15K

Client\_Rank

11

105

Competitor Rank

**I smell  
LAZY but  
Effective**

URL	Count	spend
200064	58,101.00	
137940	35,828.00	
4791	4,106.00	
3500	3,590.00	
3129	2,211.00	
<b>Total</b>	<b>216958</b>	<b>98,218.00</b>

Client_URL	Count
<b>Total</b>	<b>216958</b>

Search



Domain **emailtooltester.com**  
Count of URL **73**  
conv **5,846.00**  
cost **683,891.49**  
Count of KW **6075**

# Of Keywords

216.95K

Conversions

59.22K

Spend

7.93M

Competitors

50.15K

clicks

274262

cost

500,414.11

conv

73,800.00

Client\_Rank

11

105

Competitor Rank

**I smell  
LAZY but  
Effective**

URL	44360	conv
	200064	\$8,101.00
	137940	\$5,828.00
	4791	4,106.00
	3500	3,590.00
	3129	2,211.00
Total	216959	\$8,218.00

Client_URL	
Total	216959

Search



Domain **emailtooltester.com**  
Count of URL **73**  
conv **5,846.00**  
cost **683,891.49**  
Count of KW **6075**

**New Conversation:**  
You are willing to spend  
683k but I can't get \$\$  
for 1 piece of content???

URL	44796	conv
	200064	\$8,101.00
	137940	\$5,828.00
	4791	4,106.00
	3500	3,590.00
	3129	2,211.00
Total	216958	\$8,218.00

# Of Keywords

216,95K

clicks

214262

Search





**Click on 1 domain "Bubble"**

# Of Keywords

6075

clicks

274262

Conversions

5.85K

cost

500,414.53

Spend

492.90K

conv

73,800.00

1

105

Content

73

Competitor Rank

1 5

URL	#Of KWs	spend
1676	1,802.00	
984	1,289.00	
651	344.00	
<b>Total</b>	<b>6075</b>	<b>5,846.00</b>

Client URL	#Of KWs
1676	1,802
984	1,289
651	344
<b>Total</b>	<b>6075</b>

KW

Search

Q





# Of Keywords

6075

Clicks

274262

Conversions

5.85K

Cost

500,414.53

Spend

492.90K

Conv

73.800.00

**Click on 1 piece of content**

1

105

Content

73

Competitor Rank

1 5

URL	#OfSpots	Cost
1676	1,802.00	
984	1,289.00	
651	344.00	
<b>Total</b>	<b>6075</b>	<b>3,435.00</b>

Client URL	#OfSpots
1676	1,802
984	1,289
651	344
<b>Total</b>	<b>6075</b>

KW

Search





URL	# Of KWs	Cost
	3600	4.824.00
	1000	1.2511.00
	2000	1.5700.00
	1000	4.1110.00
<b>Total</b>	<b>6100</b>	<b>12.734.00</b>

Client URL	# KWs
	717
	808
	1
	49
	1
	8
	1
<b>Total</b>	<b>8600</b>

1

# Of Keywords

3600

clicks

0

274262

2

Conversions

4.42K

cost

0.00

500,414.50

3

Spend

482.09K

cost

0.00

71,800.00

4

Competitors

1

Client\_Rank

1

105

Content

1

Competitor Rank

1

10

KW

Search





You Spent  $\frac{1}{2}$  a million dollars on 3600 KWs that a competitor is ranking in the top 10 with 1 piece of content.



Do you want to see that  
 $\frac{1}{2}$  MILLION DOLLAR  
Piece of content?





Yes Please!





## The 13 Best Free Email Marketing Services - How far can \$0 get you?




Lexa Wheeler  
May 2, 2019



So you've decided to start focusing more effort on your "real" business, and perhaps you're still working out of your bedroom, but your customers don't need to know that.

You've been sending out emails to your list of around 10,000 recipients that you've built up over the last few months, but Outlook will make sure it announces. Sometimes your emails get lost in the void that is



PROVIDER	WHAT'S INCLUDED FOR FREE?	COMMENTS
<a href="#">MailerLite</a> 	<ul style="list-style-type: none"> <li>• 1,000 subscribers</li> <li>• No email limit</li> <li>• Automations, landing pages and reports</li> </ul>	<p>MailerLite offer a decent amount of features on its free plan. This includes <a href="#">autoresponders</a>, sophisticated webforms (limited), reporting and email support. There are only basic structural templates included, however. <a href="#">(Read our full review)</a></p>
<a href="#">MailChimp</a> 	<ul style="list-style-type: none"> <li>• 1,000 subscribers</li> <li>• 10,000 emails/pm</li> <li>• Reporting</li> <li>• List management</li> <li>• Mobile features</li> </ul>	<p>Similar to MailerLite, you have restricted features available on the free account (e.g. advanced segmentation and delivery by time zone). But you still have a more generous subscriber amount, and it's just as user-friendly. And most importantly, you can't use their email or chat support. There's also a small ad banner in each email you send. <a href="#">(Review)</a></p>
<a href="#">SendinBlue</a> 	<ul style="list-style-type: none"> <li>• 2,000 subscribers</li> <li>• 15,000 emails/pm</li> <li>• Autoresponders + transactional emails</li> <li>• Push notifications</li> <li>• Forms</li> </ul>	<p>This simple and easy-to-use email marketing tool includes a scalable sending allowance and some handy, yet basic, automations and push notifications.</p>
<a href="#">Benchmark</a> 	<ul style="list-style-type: none"> <li>• 1,000 subscribers</li> <li>• 14,000 emails/pm</li> <li>• Webforms</li> <li>• List management</li> <li>• Basic A/B testing</li> </ul>	<p>Benchmark's numbers look very similar to MailChimp's. As most email marketing software these days they sport a drag and drop editor. But all features are included in the free plan. <a href="#">(Review)</a></p>
<a href="#">Drip</a>	<ul style="list-style-type: none"> <li>• 15,000 emails/pm</li> </ul>	<p>Apart from a scalable sending allowance</p>



A man with grey hair, wearing a grey suit, white shirt, and blue tie, is looking upwards with a questioning or skeptical expression. He is surrounded by other people in a professional setting, including a man with a beard and a woman with glasses in the background. A dark blue horizontal bar is overlaid at the bottom of the image.

**That's...IT??**





**Yup, that's it!**



New Question:  
Can we do better?



You JUST Found  
**The 1 Piece of Content**  
3600 Top 10 Ranking KWs  
4420 conversions  
480k annual cost






Seer Old Way vs Seer New Way

The  
20th  
CENTURY  
FOOTAGE



# Let's Get Started



A close-up photograph of a hand holding a cherry stem. The hand is positioned at the top left, with the thumb and index finger gripping the stem. Below the hand, two dark red cherries hang from their stems. The background is a dense, out-of-focus field of many more cherries, creating a bokeh effect with various shades of red and pink. A dark blue horizontal band is superimposed across the middle of the image, containing white text.

# **Cherry Picking KWs EXPENSIVE**



Before: 1,000 Words...

**After: 256,917**



# of KWs (12 Months)	Conversions	Cost	Clicks
256917	56061	\$3,525,534	1976900

Clicks	
1	494745



**12 months**



# of KWs (12 Months)	Conversions	Cost	Clicks
246158	11382	\$1,769,389	295399



**Single Click**



# of KWs (12 Months)	Conversions	Cost	Clicks
256917	56061	\$3,525,534	1976900



**Single Click**



# of KWs (12 Months)	Conversions	Cost	Clicks
256917	56061	\$3,525,534	1976900



**Single Click**



# of KWs (12 Months)	Conversions	Cost	Clicks
256917	56061	\$3,525,534	1976900



# Single Click



# of KWs (12 Months)	Conversions	Cost	Clicks
256917	56061	\$3,525,534	1976900



**Single Click**





# Where to start!?





Seer Interactive

1,454 subscribers

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



SUBSCRIBED 1.4K



## Power BI Basics for SEO & PPC Marketers

▶ PLAY ALL



Lesson 1: Creating a Relationship Between Paid and Organic Search

Seer Interactive  
7.8K views • 1 year ago



Lesson 2: Using Data to Provide Insight to Clients & Colleagues

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Lesson 2.5: Getting the Data to Tell a Story & Work for You

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1.2K views • 1 year ago



Lesson 3: Looking at your Competitors using Big Data

Seer Interactive  
1.3K views • 11 months ago



Lesson 4: How LONG is the Long Tail? Power BI Basics

Seer Interactive  
872 views • 11 months ago

MORE GOOD CHANNELS

Will Reynolds

SUBSCRIBE

Moz

SUBSCRIBE

## Next Level Power BI Analysis for SEO & PPC Marketers

▶ PLAY ALL



Lesson 1: SEO Competitive Analysis Shows PPC Waste

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Lesson 2: Digging In On Your SEO Competitive Analysis

Seer Interactive  
311 views • 6 months ago



Lesson 3: Build Better Content w/ Related Search

Seer Interactive  
265 views • 5 months ago



Lesson 4: Use 'People Also Ask' At Scale To Write

Seer Interactive  
219 views • 6 months ago



Lesson 5: Use Competitor Ranking URLs to Find PPC

Seer Interactive  
146 views • 6 months ago



# LIGHTNING ROUND



A man with short dark hair and glasses, wearing a dark suit and a dark shirt, stands against a plain grey background. He is holding a white disposable coffee cup in his right hand and a black folder with white papers in his left hand. A dark blue horizontal band with white text is superimposed over the middle of the image.

# How To Make Brand Execs Care







## Pricing

### Demo Platform:

The Demo platform provides a variety of capabilities to support your digital transformation.

[Talk to Demo](#)


[Try Free](#)

 Sub-second queries at scale

 Select from packages that include data storage and query engines

 Powerful drag-and-drop UI

 Over 1,000 pre-built and custom data connectors

 Bi-directional data flow to write data back to source systems

 Over 300 interactive chart types

 Real-time alerts and push notifications


 Instant collaboration with chat

 Native apps for iOS and Android

 SSO integration

 Ready for hundreds of pre-built business apps

 Programmatic management with APIs

 Enterprise security features including SSO integration, personalized data permissions and 256-bit data encryption







**Freak**

**OUT**



is wells fargo open on weekends



All

Shopping

News

Maps

Images

More

Tools

About 2,670,000 results (0.77 seconds)

## Wells Fargo Bank Business Hours Hours of Operation | Opening ...

[www.storebusinesshours.com/Financial-Services/Banks](http://www.storebusinesshours.com/Financial-Services/Banks)

**Wells Fargo Bank Regular Business Hours.** ... Weekdays: **Wells Fargo Bank** store business hours on the weekdays range from 9 a.m. to 5 p.m. Monday to Thursday. Friday hours are extended with most lobbies open from 9 a.m. to 6 p.m. **Weekends:** If your local branch is open on Saturdays the hours are likely between 9 a.m. and 1 ...

### People also ask

Is Wells Fargo open on the weekends?

**Wells Fargo Bank Regular Business Hours.** ... Weekdays: **Wells Fargo Bank** store business hours on the weekdays range from 9 a.m. to 5 p.m. Monday to Thursday. Friday hours are extended with most lobbies open from 9 a.m. to 6 p.m. **Weekends:** If your local branch is open on Saturdays the hours are likely between 9 a.m. and 1 ...

**Wells Fargo Bank Business Hours Hours of Operation | Opening ...**

[www.storebusinesshours.com/wells-fargo-bank-hours/](http://www.storebusinesshours.com/wells-fargo-bank-hours/)

Search for: Is Wells Fargo open on the weekends?

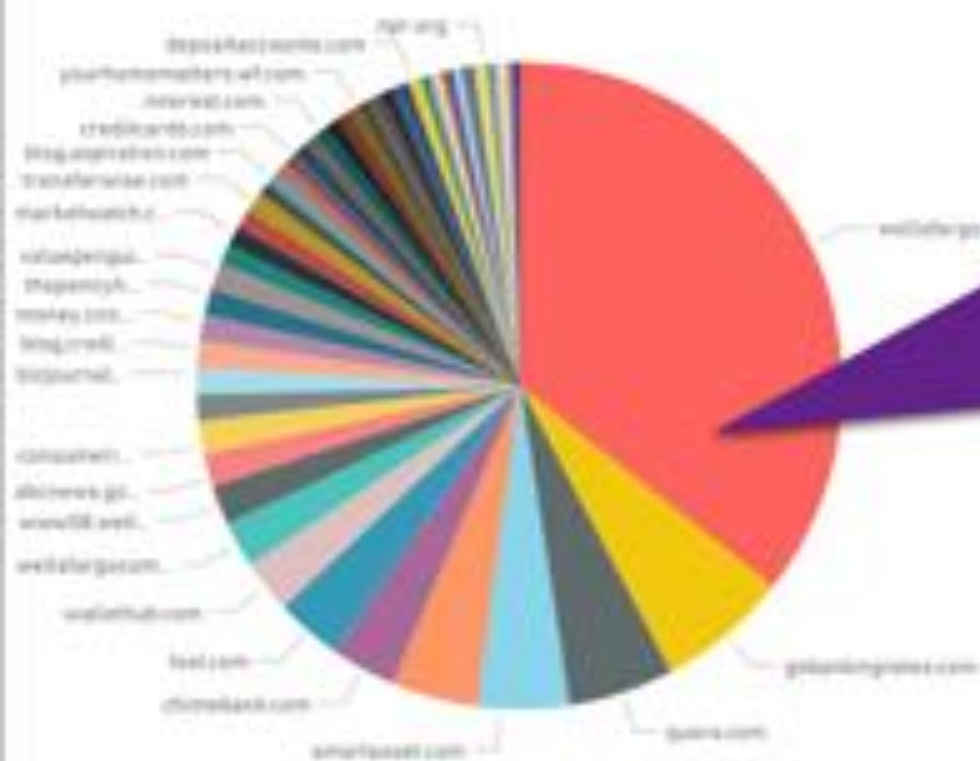
Not  
Wells  
Fargo



1 Answer Questions

296

Count of PAA Questions by Domain



Wells Fargo Owns  
35.64%



# Agency Value Cross Client Analysis



# **Agencies Could die a slow death**







NEWSFLASH

**Your client can find talent**



A woman with dark hair and a serious expression has blood smeared across her forehead and cheek. She is wearing a dark leather jacket. In the background, a man in a black hat and other people are visible in a desolate, outdoor environment with smoke or dust in the air.

**Big Data To Avoid Risk**



# Client's view







**Agency w/ Big Data View**



## Domain Clue

## Domain Ranking

## Cost

## Conversions

## Clicks

## CPA

## # KWs

All

1

1

10

2

\$10M

3

477.80K

6M

\$21

175.6...

Client\_name

All

Client_name	Sum of cost	CR%	Count of query
	\$2,814,306	\$183	4654
	\$1,125,632	\$279	1149
	\$949,133	\$183	4813
	\$418,369	\$75	6621
	\$378,966	\$11	5067
	\$365,436	\$9	2086
	\$305,207	\$79	8762
	\$292,512	\$42	4815
	\$202,595	\$1	3316
	\$194,082	\$113	1671
	\$180,969	\$11	2937
	\$168,585	\$19	3846
	\$167,468	\$34	7146
	\$155,128	\$3	17603
	\$150,890	\$308	2638
	\$126,836	\$27	5628
	\$125,519	\$81	2512
	\$119,302	\$26	11344
	\$112,966	\$50	2843
	\$107,541	\$40	3060
	\$95,741	\$9	3467
	\$95,429	\$173	2289
	\$92,403	\$18	499
	\$89,963	\$112	4397
	\$82,180	\$22	4634
	\$78,816	\$21	871
	\$62,007	\$14	2039
	\$57,712	\$114	3744
<b>Total</b>	<b>\$9,804,592</b>	<b>\$21</b>	<b>175408</b>

Client_name	Search_term	target_url main_page	target domain	clicks	cost	conv
			4 linkedin.com	700075	\$1,746,546	12,235.08
			8 youtube.com	700075	\$1,746,546	12,235.08
			10 facebook.co	700075	\$1,746,546	12,235.08
			5 facebook.co	700075	\$1,746,546	12,235.08
			7 linkedin.com	700075	\$1,746,546	12,235.08
			10 indeed.com	700075	\$1,746,546	12,235.08
			8 youtube.com	700075	\$1,746,546	12,235.08
			7 facebook.co	700075	\$1,746,546	12,235.08
			5 facebook.co	700075	\$1,746,546	12,235.08
			4 facebook.co	700075	\$1,746,546	12,235.08
			8 youtube.com	700075	\$1,746,546	12,235.08
			8 youtube.com	700075	\$1,746,546	12,235.08
			8 linkedin.com	700075	\$1,746,546	12,235.08
			7 jetix.com	700075	\$1,746,546	12,235.08
			8 youtube.com	700075	\$1,746,546	12,235.08
			7 facebook.co	700075	\$1,746,546	12,235.08
			8 linkedin.com	700075	\$1,746,546	12,235.08
			8 facebook.co	700075	\$1,746,546	12,235.08



## Domain Clue

All

## Domain Ranking

1 10

1/2 100 ...

client_name	Cost of cost	CPA	Count of query
	\$2,914,906	\$103	6604
	\$1,123,652	\$279	1148
	\$948,132	\$102	6619
	\$416,869	\$75	6621
	\$376,996	\$11	3667
	\$285,408	\$8	2394
	\$281,207	\$75	6782
	\$262,070	\$42	4815
	\$262,595	\$1	3318
	\$184,262	\$113	1871
	\$181,986	\$11	2607
	\$166,389	\$13	3846
	\$167,488	\$24	7146
	\$155,123	\$3	17603
	\$151,966	\$338	2658
	\$126,856	\$77	5628
	\$120,518	\$61	2312
	\$116,852	\$28	71344
	\$112,986	\$50	2643
	\$107,541	\$40	3085
	\$85,741	\$8	5487
	\$81,428	\$115	2288
	\$62,403	\$18	688
	\$58,961	\$112	4387
	\$80,188	\$22	4804
	\$74,814	\$21	871
	\$62,087	\$14	2006
	\$57,752	\$116	3766
Total	\$8,884,583	\$21	175618

## Cost

\$10M

## Conversions

477.80K

## Clicks

6M

## CPA

\$21

## # KWs

175.6...

client\_name

All

client_name	search_term	target_id main_pos	target domain	clicks	cost	conv
		8	linkedin.com	789875	\$1,164,546	12,293.09
		8	youtube.com	789875	\$1,164,546	12,293.09
		10	facebook.co	789875	\$1,164,546	12,293.09
		7	facebook.co	554598	\$232,627	29,624.89
		7	linkedin.com	554598	\$232,627	29,624.89
		10	indeed.com	554598	\$232,627	29,624.89
		8	youtube.com	275720	\$45,038	1,956.00
		7	facebook.co	275720	\$45,038	1,956.00
		7	facebook.co	228869	\$37,755	62,367.00
		4	facebook.co	190208	\$11,880	8,796.10
		8	youtube.com	190208	\$11,880	8,796.10
		8	crunchbase.c	190208	\$11,880	8,796.10
		8	linkedin.com	180093	\$17,472	1,706.53
		7	jepp.com	181182	\$36,325	523.86
		8	youtube.com	133918	\$237,606	1,308.40
		2	facebook.co	118273	\$35,269	2,073.86
		8	linkedin.com	118273	\$35,269	2,073.86
		7	facebook.co	115483	\$26,712	2,612.00



**Risk = \$\$\$\$\$**







**Client**

**Agency**





**In-House**

**Client**

**Basics**



Most times  
In house = less data  
Less data = best practice





**Agency w/ Big Data View**



# Better Ads With Big Data



How do

32.15K

Count of query

Search

52K

202.85K

2.86K

query

how do	41	11	118	9	148	262	178	89	403	25	13	21	341	1	45	97	3	15	906	7	9	
how do you	29	10	46	1	38	111	89	21	168	10	4	1	26	29		13	616	3	2			
how do i	11	1	50	2	100	90	45	64	97	14	8	1	8	30	2	17	202		1			
how does	1	1	27	4	13	49	58	20	144	11			3	33	2	18	22					
how do i get	1	1	19	1	10	11	22	21	17	8			1	1	10		7	16				
how do you play																		409				
how does it			8	1	4	1	8	1	39				3		1	1	4		3	4		
how do you get	1	8	3		4	6	16	4					1		3	3	11		4	11		
how do you know	5		1		3	2	12						1		3	12	2		8			
how do it			3		3	8	3					1	3			3	1		48	1		
how do you make			1		2	33			2	1			17						1			
how do i know	1		2	1	8	4			90				1		2	4	2		1			
how does the				1	1	15		2	8		1	1	2		1		4	1	1	3		
how do you start			1					1									2			3		
how do i feel			3		1		1		1				2		1	2	5			1		
how do you																				8		
google how do	1		3			4	3	8	4	1		1			1			3	1			
how do you build					3	2		1												2		
how do you put						8	1	3	3											27		
how do i become					1	1			1											1		
how do you use							3	8												1		
how do you							20	1												1		
how do you	141	42	482	23	532	1013	740	379	1709	117	58	120			98	147	425	18	177	3803	27	9

DREXEL DREXKL

341

1

118

28

1





**Cut Through My Bias**



# Old Ad

## MS Library Information Science | Drexel University Online

**Ad** [duo.online.drexel.edu/LibrarySystems](https://duo.online.drexel.edu/LibrarySystems) (877) 215-0009

Accredited Online Master's Degree In Library Information Systems Learn More!

Quality Academics · Accredited Online Degrees · Same Degree as On-Campus · 140+ Online Programs

Degree programs: Accelerated MBA, Nursing, Legal Studies, Engineering, Education, Medicine

### Why Drexel Online?

It's Not How You Earn Your Degree  
But Where You Earn Your Degree.

### Online Learning

Experience An Online Class Today.  
Register For An Online Test Drive!

### Accreditation

Globally-Recognized Institution.  
Learn From The Best, With The Best.

### Online Degree Infographic

It's Not How You Earn Your Degree  
But Where You Earn Your Degree



# New Ad

## Become A Librarian | Drexel University Online

**Ad** [duo.online.drexel.edu/LibrarySystems](https://duo.online.drexel.edu/LibrarySystems) (877) 215-0009

100% Online Master's Degree Designed To Challenge & Engage. Learn More Today.

Quality Academics · Accredited Online Degrees · Same Degree as On-Campus · 140+ Online Programs

Degree programs: Accelerated MBA, Nursing, Legal Studies, Engineering, Education, Medicine

### Why Drexel Online?

It's Not How You Earn Your Degree  
But Where You Earn Your Degree.

### Online Learning

Experience An Online Class Today.  
Register For An Online Test Drive!

### Accreditation

Globally-Recognized Institution.  
Learn From The Best, With The Best.

### Online Degree Infographic

It's Not How You Earn Your Degree  
But Where You Earn Your Degree



174% Increase In CTR  
22% Drop in CPA



# The Word WITH





wedding dress with



wedding dress with **sleeves**

wedding dress with **pockets**

wedding dress with **cape**

wedding dress with **detachable skirt**

wedding dress with **slit**

wedding dress with **long train**

wedding dress with **train**

wedding dress with **overskirt**

wedding dress with **detachable train**

wedding dress with **cowboy boots**

Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)



conversions SelectedCPA

144K

clicks

79.29K

Count of query

502.15K

cost

7.52K

conversions

Keyword	client_code	conversions	SelectedCPA
with	1	0.00	Infinity
with	6	0.00	Infinity
with	2	0.00	Infinity
with		0.00	Infinity
with	129	0.00	Infinity
with	34	0.00	Infinity
with	218	0.00	Infinity
with	2018	15,088.33	
with	144	1,289.82	0.00
with	1880	15,842.77	25.00
with	754	1,276.76	0.00
with	80	388.74	0.00
with	762	680.88	0.00
with	12942	93,609.76	315.87
with	2794	28,209.22	142.57
with	124	1,842.21	6.00
with	3801	27,282.56	112.00
with	1898	4,144.12	18.00
with	12418	88,294.28	414.68
with	340	1,583.08	8.00
with	130	1,843.54	10.00
with	767	2,543.08	20.00
with	90	1,822.15	8.00
with	501	3,790.56	20.12
with	423	2,535.12	15.50
with	3818	5,288.28	94.52
with	3084	5,888.22	28.00
with	1770	3,188.58	22.80
Total	643664	182,152.83	7,520.21

“With” = Dangerous

savings accounts with high interest  
how to deal with depression

64	509.02	0.00
192	493.95	0.00



Get a seat at the table  
By putting DOLLAR SIGNS  
in your content reports



**Keywords**

- ☐ call me
- ☐ computer
- ☒ cost me
- ☒ find me
- ☒ get me
- ☒ give me
- ☒ help me
- ☐ hi google
- ☒ let me
- ☐ make me
- ☒ near me
- ☒ ok google
- ☒ show me
- ☒ take me
- ☒ tell me

client\_name

All

client_name	cost	conversions	clicks	selectedCVR
...	15,410.21	300.00	2734	154.19
...	3,294.22	816.76	2482	7.71
...	5,488.37	384.00	10388	14.27
...	3,887.17	182.00	2577	4.91
...	8,734.81	250.00	1277	16.78
...	4,262.38	39.90	182	192.87
...	3,872.12	44.30	1712	58.91
...	3,896.95	156.00	2046	23.79
...	3,463.99	25.00	494	138.56
...	3,338.77	27.64	5380	128.72
...	2,551.45	7.50	263	348.78
...	2,534.98	29.00	340	87.47
...	2,400.18	15.00	274	160.07
...	2,385.12	183.00	984	52.49
...	...	47.71	803	48.18
...	...	3.88	1225	647.09
...	1,807.44	...	624	608.50
...	1,621.31	...	...	188.15
...	1,519.40	...	...	128.28
...	1,294.87	28.72	...	...
...	959.55	100.00	234	...
...	847.26	22.34	173	...
...	712.44	12.32	482	...
...	646.24	9.00	157	275.47
...	502.86	23.14	2042	21.74
...	456.90	0.00	30	infinity
...	390.65	2.00	283	139.33
...	374.28	0.00	25	infinity
<b>Total</b>	<b>82,642.52</b>	<b>9,272.83</b>	<b>41,422</b>	<b>25.64</b>

client_name	new_brand_good_cpa
...	125.00
...	18.00
...	108.00
...	111.00
...	8.00
...	1,000.00
<b>Total</b>	<b>12,784.21</b>

query	Expend	cost
...	...	1,140.05
...	...	447.24
...	...	447.24
...	...	298.86
...	...	251.21
...	...	243.95
...	...	230.07
...	...	175.17
...	...	175.36
...	...	155.97
...	...	150.70
...	...	136.51
...	...	137.88
...	...	134.00
...	...	130.67
...	...	126.78
...	...	120.40
...	...	116.83
...	...	116.32
...	...	111.88
...	...	106.89
...	...	105.41
...	...	104.21
...	...	92.52
...	...	90.36
...	...	85.14
...	...	87.82

Voice Search Triggers



# Keyword

- ☐ call me
- ☐ computer
- ☒ cost me
- ☒ find me
- ☒ get me
- ☒ give me
- ☒ help me
- ☐ hi google
- ☒ let me
- ☐ make me
- ☒ near me
- ☒ ok google
- ☒ show me
- ☒ take me
- ☒ tell me

client\_name

All

client_name	cost	conversions	clicks	selected(2.7%)
	15,410.01	100.00	2734	154.10
	8,298.22	816.76	2882	3.71
	5,488.87	384.00	10388	14.27
	3,887.77	182.00	2177	4.91
	8,214.81	273.00	1717	16.78
	4,262.28	39.90	182	192.07
	3,572.12	44.30	1752	55.91
	3,895.95	156.80	2096	21.79
	3,463.99	25.00	486	118.56
	3,339.77	27.66	5080	120.32
	2,555.85	7.50	263	148.78
	2,534.08	28.00	340	87.47
	2,400.18	15.00	274	140.07
	2,383.13	183.00	966	52.49
	2,272.27	87.75	803	48.79
	1,941.28	0.00	1225	447.08
	1,801.50	0.00	626	400.50
	1,821.31	9.00	270	180.15
	7,579.00	13.00	348	728.28
	1,284.87	28.52	294	38.99
	918.55	100.00	2303	9.60
	847.28	12.34	173	42.40
	712.68	12.32	482	57.80
	646.24	0.00	137	275.47
	502.86	23.14	2082	21.74
	456.90	0.00	30	infinity
	398.63	2.00	283	198.33
	374.28	0.00	25	infinity
Total	82,642.52	9,272.83	41422	21.68

client_name	new_brand_pos_100
	125.00
	18.00
	108.00
	111.00
	8.00
	1,000.00
Total	12,784.21

query	Expend	cost
		1,140.03
		487.28
		447.24
		298.88
		251.21
		240.95
		238.07
		175.17
		170.36
		155.97
		150.70
		136.57
		127.98
		124.00
		118.68
		108.67
		126.78
		120.40
		116.83
		118.32
		111.88
		106.88
		105.41
		104.21
		92.92
		90.36
		85.14
		87.82

Clients Ordered By Impact



Keyword	client_name	cost	conversions	clicks	selectedCPA
<input type="checkbox"/> call me		15,410.21	300.00	2734	154.19
<input type="checkbox"/> computer		3,294.22	816.76	2482	7.71
<input checked="" type="checkbox"/> cost me		5,488.37	384.00	10388	14.27
<input checked="" type="checkbox"/> find me		3,887.17	182.00	2577	4.91
<input checked="" type="checkbox"/> get me		8,734.81	250.00	1277	96.78
<input checked="" type="checkbox"/> give me		4,262.38	39.90	182	107.07
<input checked="" type="checkbox"/> help me		3,572.52	44.30	1752	59.91
<input type="checkbox"/> hi google		3,896.95	156.00	2046	25.29
<input checked="" type="checkbox"/> let me		3,463.99	25.00	496	138.56
<input type="checkbox"/> make me		3,339.77	27.64	5380	120.72
<input checked="" type="checkbox"/> near me		2,555.45	7.50	263	340.79
<input checked="" type="checkbox"/> ok google		2,534.98	29.00	340	87.47
<input checked="" type="checkbox"/> show me		2,400.18	15.00	214	160.01
<input checked="" type="checkbox"/> take me		2,383.13	183.00	964	12.40
<input checked="" type="checkbox"/> tell me		2,272.21	47.75	803	48.19
		1,941.26	8.00	1225	242.66
		1,801.50	0.00	624	600.50
		1,621.31	9.00	270	180.15
		1,519.00	13.90	348	109.28
		1,294.87	28.52	294	38.90
		959.55	100.00	2393	9.60
		847.26	22.34	113	42.40
		712.44	12.32	482	57.80
		646.24	0.00	157	275.47
		502.86	23.54	2042	21.74
		456.90	0.00	30	infinity
		390.65	2.00	283	195.33
		374.28	0.00	25	infinity
	<b>Total</b>	<b>82,642.52</b>	<b>3,272.83</b>	<b>41422</b>	<b>25.64</b>

query	Expend	cost
		1,140.05
		447.24
		447.24
		298.86
		251.21
		240.95
		230.07
		175.17
		170.36
		155.97
		150.70
		136.57
		127.98
		124.00
		124.00
		120.40
		116.83
		116.32
		111.88
		106.89
		105.41
		104.21
		92.92
		90.36
		85.14
		87.82

client_name	new_brand_god_194
	125.00
	18.00
	108.00
	111.00
	8.00
	1,000.00
<b>Total</b>	<b>12,784.21</b>

Impact to CPA?



# Landing Pages & Snippets



# Digging For Oil w/ Big Data









client\_name



All

total_gm	Count of query	total
	548	\$1,197.41
	771	\$4,158.84
	278	\$4,016.95
	93	\$3,673.10
	443	\$2,875.73
	217	\$2,863.18
	492	\$2,781.82
	252	\$2,141.97
	174	\$1,790.79
	234	\$1,454.81
Total	5123	\$48,270.62

Which Client Has The Most LPs with That Word & How Much Have We Spent?

query	clicks	cost	conversions
canada	1,239	\$1,717.28	204
canada	2,302	\$2,648.36	107
canada	949	\$1,222.49	245
canada	7,287	\$1,229.22	176
canada	625	\$960.82	32
canada	204	\$986.67	29
agency canada	102	\$980.83	0
canada	190	\$825.27	6
canada	988	\$620.81	13
canada	628	\$672.34	147
canada	622	\$625.87	17
canada	59	\$194.21	1
canada	492	\$546.89	7
canada	322	\$494.40	83
canada	145	\$473.24	11
Total	42,144	\$48,270.62	2,461





account_name	cost_brand_goal_cpa	brand_goal_cpa
Account 1	125.00	15.00
Account 2	18.00	10.00
Account 3	108.00	8.00
Account 4	8.00	3.00
Account 5	81.00	40.00





# Looking across all clients...



The screenshot displays a Tableau dashboard with a data table and three interactive sliders. A red circle highlights the 'job\_pack' field in the table's column headers. The table has columns for 'LEPP\_Feature', 'Ad-paragraph', 'Ad-title', 'ImagePack', 'job\_pack', and 'Local\_3\_pack'. The 'job\_pack' column is circled in red. The sliders are for 'cost', 'clicks', and 'conversions', each with a range from 0.00 to 1.626112.7, 720.118, and 72.859400 respectively. The data table shows various rows of data, with some rows highlighted in red and others in blue. A red arrow points from the 'job\_pack' column header to the 'cost' slider, and another red arrow points from the 'cost' slider to the 'clicks' slider.

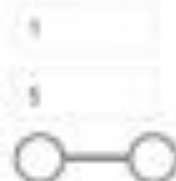
LEPP_Feature	Ad-paragraph	Ad-title	ImagePack	job_pack	Local_3_pack
client_name	CPA	clicks	cost	CPA	clicks
121.82	1.127	\$10,123.94	186.28	34	\$272.51
6.06	282	\$488.89	45.82	25.24	
90.84	5.627	\$21,325.49	1818.48		
43.27	16,788	\$91,788.22	47.88	8,345	\$12,738.48
1.82	226	\$118.33	0.06	7	\$12.81
978.12	2,345	\$35,782.32	57.47	8	\$37.47
525.28	19,183	\$167,908.71	85.71	1,183	\$11,895.38
58.18	24,894	\$28,803.38	48.53	244	\$795.85
183.66	719	\$1,248.25	0.06	73	\$165.81
171.25	16,411	\$25,718.32	50.82	1,141	\$1,648.28
183.28	5,448	\$6,921.98	57.82	1,028	\$1,005.40
286.81	39,690	\$238,211.37	40.80	208	\$1,489.83
2.18	16,827	\$15,575.25	2.48	6,917	\$1,310.18
171.38	19,362	\$180,057.98	123.08	2,128	\$21,774.58
427.12	279	\$1,281.27	0.06	88	\$322.70
176.56	1,114	\$22,588.34	181.38	12	\$181.38
223.18	16,204	\$68,382.10	342.85	135	\$627.40
423.02	4,883	\$28,087.41	817.82	231	\$1,672.88
216.18	1,525	\$1,215.22	0.06	42	\$184.85
214.57	2,933	\$32,588.11	0.06	4	\$94.22
94.37	10,127	\$15,912.23	418.83	484	\$427.21
6.06	64	\$221.25	0.06	6	\$25.87
245.68	1,464	\$17,001.95	278.38	325	\$1,325.24
80.21	8,683	\$28,782.77	87.70	146	\$170.82
622.05	2,784	\$8,321.26	0.06	8	\$12.21
681.75	448	\$1,323.48	0.06	82	\$238.28
34.78	7,341	\$21,925.41	102.88	82	\$504.81
36.38	1,786	\$4,879.43	0.06	14	\$28.81
216.72	2,748	\$1,375.84	283.83	185	\$283.83
16.48	7,284	\$21,678.88	44.81	388	\$1,780.32
1,878.18	5,847	\$1,718.71	42.87	205	\$294.91
1,085.24	289	\$2,182.87	384.23	98	\$780.12
225.47	1,343	\$22,123.48	0.06	2	\$18.28
1,442.37	16,817	\$73,907.05	0.06	37	\$277.84
262.28	2		382.28	2	
45.82	25.24				
15.88			15.88		
17,438.18	34.70	237,810	\$266,426.4		
13.74	34,118	\$30,818.8			
107.88	148	\$1,802.2			
12.78	\$27,435	\$191,340.1			
82.34	16,228	\$21,837.0			
13.84	13,840	\$92,462.0			
221.21	4,895	\$7,786.4			
79.17	540	\$1,108.1			
32.88	\$49,057	\$885,034.0			
47.35	119,414	\$688,237.6			
1.34	804,828	\$248,847.9			
12,123		\$85,764.3			
182.12	2,444	\$28,887.8			
484.88	208	\$1,484.9			
139.27	7,878	\$174,488.8			
128.84	19,928	\$78,924.4			
238.83	1				



eng\_val...

- ☐ (Blank)
- ☐ Business S...
- ☐ Commercial...
- ☐ Ecommerce...
- ☐ Education
- ☐ Financial
- ☐ Healthcare
- ☐ Media
- ☐ Other
- ☐ Real Estate...
- ☐ Software/IT
- ☐ Utilities

pnl...



Client_name	AS-1st	AS-Other	AS-y	ImagePack	job_pack	local_3_pack	FA2	seep	shopping_box	newPack	Total
11	84.48						87.48	87.38	105.25	25.98	87.36
16							80.82	14.78	20.87	19.85	18.79
19	109.56			262.38		57.17	45.76	71.53	636.26	1.87	71.51
13	44.38			40.62		10.5	31.12	30.19	164.11	4.25	38.18
11							3.81	3.14			6.14
11	138.08	118.15					109.95	465.50	417.38	0.00	184.51
16	388.91	115.39		89.54	0.00		123.88	57.17	86.70		277.55
18		58.18					84.15	10.54	54.30		64.85
12	412.58	185.88	0.00	51	43.16		137.88	383.05	250.50	116.04	0.00
18	287.38	111.55	38.46				113.21	224.38	714.34	48.62	81.88
	0.00						78.17	78.17	0.00	85.48	0.00
11	47.35	108.28	87.62				83.88	31.23	110.40	30.15	31.05
12	494.40	288.81	80.00	81.28	277.01	47.35	46.83	8.38	86.35	75.22	717.08
14	48.54	2.14	3.48	3.23	2.78	1.24	1.22	14.48	1.24	1.27	0.00
13	465.11	476.15	278.05	1.681.58	0.00	286.11	0.00	1.080.74	179.30	421.23	302.31
18	142.01	171.58	123.08	488.77	237.80	182.12	171.82	185.78	182.24	110.72	0.00
10	278.88	417.12	0.00	0.00	0.00	884.88	194.82	408.34	140.42	321.19	0.00
14	84.42	178.88	181.38	123.88	175.83	135.21	138.71	145.25	50.31	74.07	103.88
13	233.88	228.78	343.88	808.77	137.21	128.84	134.38	148.15	188.71	141.38	0.00
16	352.37	472.02	817.81	384.81	144.82	238.83	228.48	131.14	428.87	125.84	74.05
12	834.47	218.53	0.00	486.47		118.48	32.87	0.00	125.44	108.51	188.34
0	0.00	214.57	0.00	348.46	0.00	82.82	472.82	205.82	181.70	136.00	82.79
9	183.38	84.37	478.81	118.30		148.71	148.38	28.20	32.87	41.31	184.81
8	1.511.81	0.00	0.00	0.00		0.00	0.00	0.00	8.325.28	861.11	0.00
4	298.31	145.88	178.38	148.40	0.00	348.48	238.88	45.08	87.84	82.35	281.84
7	44.78	48.81	87.70	228.35	0.00	40.82	28.87	87.85	30.28	32.48	8.82
8	252.85	633.05	0.00	174.59	0.00	118.52	89.58	886.78	218.73	178.53	0.00
9	0.00	641.73	0.00	248.37		72.71	35.30	0.00	1.214.08	115.48	689.28
3		34.78	102.88	52.82	10.28	80.85	104.12	0.00	14.37	15.48	34.88
2	44.48	30.30	0.00	34.82	0.00	188.78	112.18	83.24	14.87	20.62	84.35
7	411.88	144.75	181.88	181.38		22.18	14.10	140.82	148.81	88.80	48.71
8	73.18	38.31	24.35	12.82	6.55	18.25	12.78	88.44	18.81	25.78	32.38

668.89K

Count of search term





# I know where to dig



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- 3) SalesDialers. ...
- 4) Bitrix24. ...
- 5) AgileCRM. ...
- 6) Voicent. ...
- 7) Asstetics. ...
- 8) GreenlightCRM.

More items... • Aug 6, 2019

### 10 Top Dialer CRM Software - AeroLeads

<https://aeroleads.com/blog/10-top-dialer-crm-software>







Search_Term	SEO_Feature	Client_Feature
begin	Ad-Not	
begin	Ad-Not	
best	Ad-Not	
best	Ad-Not	
begin	Ad-Not	
best	Ad-Not	
best	Ad-Not	
best	Ad-Not	
best	Ad-Not	
best	Ad-Not	8
best	Ad-Not	3
best	Ad-Not	8
begin	Ad-Not	
best	Ad-Not	7
best	Ad-Not	3
best	Ad-Not	1
best	Ad-Not	8
best	Ad-Not	5
best	Ad-Not	1
	Ad-Not	3
	Ad-Not	1
	Ad-Not	5
	Ad-Not	1
	Ad-Not	8
good	Ad-Not	1
good	Ad-Not	1
	Ad-Not	1
	Ad-Not	4
Total	Ad-Not	3

Traffic

Revenue

\$11.04K

Revenue

Landing Page

Sessions

Landing Page

for-beginners

Total

64224

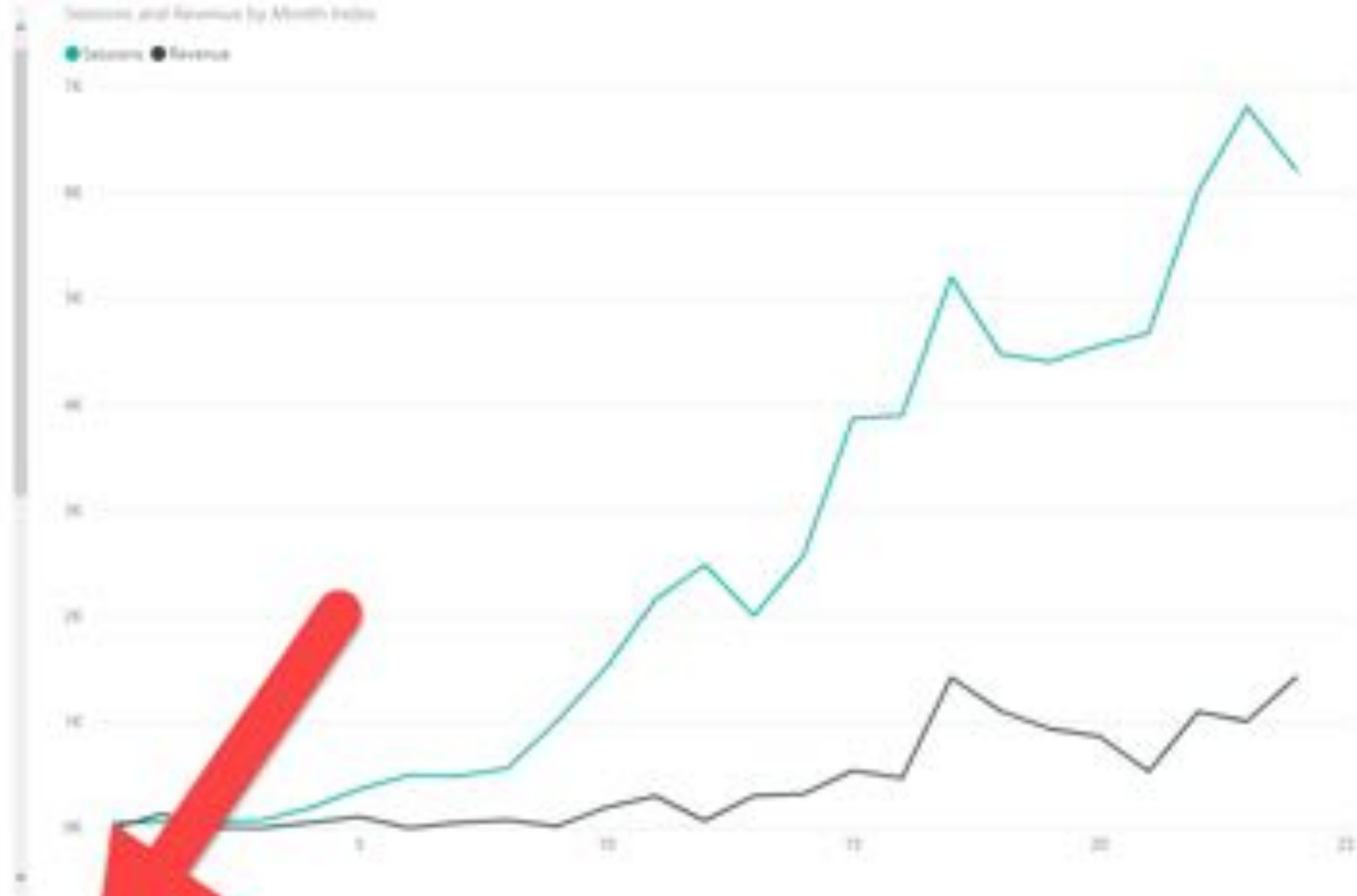


Search_Term	SEO_Feature	Client_Restore
begin	Ad-Not	1
begin	Ad-Not	2
best	Ad-Not	1
best	Ad-Not	2
begin	Ad-Not	1
best	Ad-Not	2
best	Ad-Not	1
best	Ad-Not	1
best	Ad-Not	4
best	Ad-Not	8
best	Ad-Not	2
best	Ad-Not	8
begin	Ad-Not	7
best	Ad-Not	2
best	Ad-Not	1
best	Ad-Not	8
best	Ad-Not	5
best	Ad-Not	1
	Ad-Not	2
	Ad-Not	1
	Ad-Not	2
	Ad-Not	1
good	Ad-Not	1
good	Ad-Not	1
	Ad-Not	1
	Ad-Not	4
	Ad-Not	2
Total		147

Search\_Term

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Revenue



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Total

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**1 QUESTION**



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