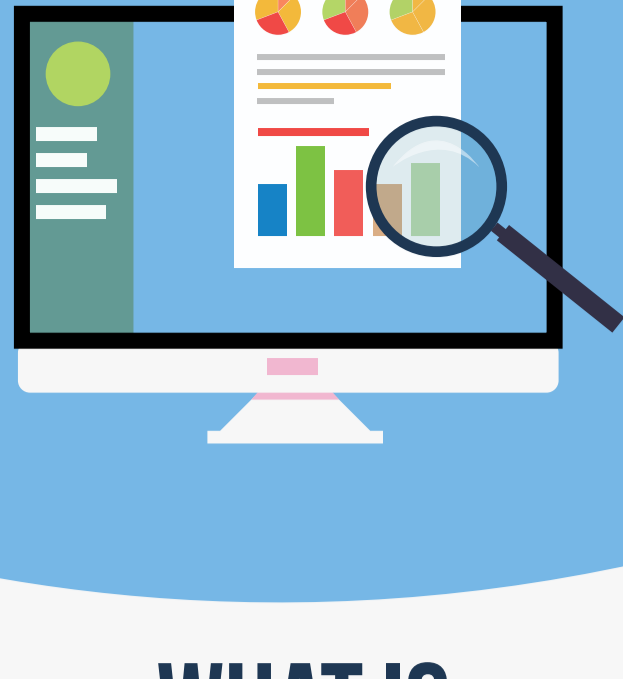


# HOW AGENCIES ARE MAKING 250+% ROI FOR CLIENTS WITH WHITE LABEL PPC



## WHAT IS WHITE LABEL PPC?

WHITE LABEL PPC IS A WHITE LABEL ADVERTISING SERVICE THAT B2B COMPANIES CAN BUY, REBRAND, AND RESELL AS THEIR OWN. WHITE LABEL PPC SERVICES CAN INCLUDE:

- PPC CAMPAIGNS
- REPORTS
- CONSULTANCY SERVICES, ETC



HERE'S AN EXAMPLE TO SHOW HOW

AN AGENCY, FOR EXAMPLE, CAN BUY WHITE-LABEL PPC SERVICES FROM A WHITE-LABEL SERVICE PROVIDER, SELL PPC CAMPAIGNS TO THEIR BUSINESS CLIENTS, AND HAVE THE CAMPAIGNS MANAGED FOR THEIR CLIENTS BY THE PROVIDER UNDER THEIR AGENCY BRAND. BASICALLY, IT'S MANAGED DIGITAL ADVERTISING SERVICES THAT YOU CAN RESELL UNDER YOUR BRAND TO LOCAL BUSINESSES.

## WHY DO AGENCIES USE WHITE LABEL PPC?

**NO EXTRA WORK**  
IT'S EASY AND REQUIRES NO EXTRA WORK FOR YOUR AGENCY TO OFFER IT

**GREAT RESULTS**  
CLIENTS GET GREAT RESULTS, AS AN EXPERT TEAM IS RUNNING THEIR PPC CAMPAIGNS

**GAIN EXPERTISE**  
YOUR AGENCY LOOKS GREAT BECAUSE YOUR CLIENTS GET GREAT RESULTS THEY ATTRIBUTE TO YOUR SERVICES

**GREAT RESULTS**  
IT'S A NEW REVENUE STREAM FOR YOUR AGENCY, AS EVERY BUSINESS IS CLAMOURING TO GET HELP WITH THEIR DIGITAL ADVERTISING

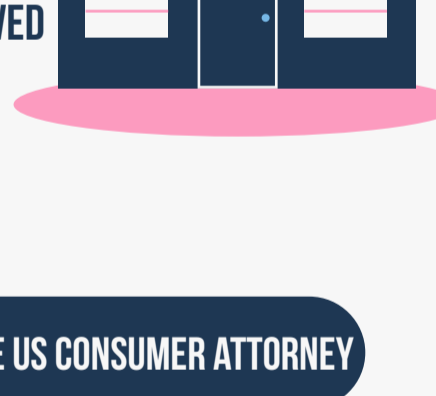


## HOW AN AGENCY GAINED 250+% ROI WITH WHITE-LABEL PPC

NOT ONLY DO WHITE-LABEL PPC SERVICES BENEFIT YOUR AGENCY, BUT THEY ALSO BENEFIT YOUR BUSINESS CLIENTS WITH REAL-LIFE RESULTS.

### CASE STUDY

WHEN ADWORDSWISE USA'S WHITE-LABEL PPC WAS OFFERED TO A US CONSUMER ATTORNEY THROUGH A LOCAL MARKETING AGENCY, THE RESULTS WERE MASSIVE: CONVERSIONS: INCREASE 39.93%, SAVED \$76.77 PER LEAD, DECREASE BY 44.38%, TOTAL SPENT: SAVED \$10664.72, DECREASE BY 22% AND SUCCESSFULLY INCREASED THE CONVERSIONS RATE BY 81% IN JUST 60 DAYS.



1

A LOCAL DIGITAL MARKETING AGENCY, SOLD THE SERVICES TO THE US CONSUMER ATTORNEY

2

THEY HIRED OUR IN-HOUSE TEAM OF DIGITAL ADVERTISING EXPERTS

3

BY UTILIZING WHITE LABEL SERVICES, THEY WERE ABLE TO OFFER GREAT RESULTS

### RESULTS

BELOW ARE THE RESULTS ACHIEVED AFTER JUST 6 MONTHS OF PPC MANAGEMENT...

- CONVERSIONS : INCREASE 39.93%
- COST PER ACQUISITIONS (CPA): SAVED \$76.77 PER LEAD, DECREASE BY 44.38%
- TOTAL SPENT: SAVED \$10664.72, DECREASE BY 22%
- CONVERSION RATE: SUCCESSFULLY INCREASED THE CONVERSIONS RATE BY 81%
- 60% OF LEADS ARE CONVERTED TO FINAL JOB.

THE LOCAL DIGITAL MARKETING AGENCY MADE A NAME FOR THEMSELVES IN AMONG ITS COMPETITOR'S AS AN PPC MANAGEMENT EXPERT, AND GAINED A HUGE SUCCESS STORY TO BOLSTER THEIR REPUTATION AND CREDIBILITY WHEN THEY PARTNERED WITH ADWORDSWISE.

## BENEFITS OF WHITE-LABEL PPC SERVICES

WHITE-LABEL PPC CAMPAIGNS HAVE BIG BENEFITS FOR BOTH YOU AND YOUR BUSINESS CLIENTS. WITH EXPERT DIGITAL ADVERTISERS AT THE WHEEL, YOU CAN EXPECT THE HIGHEST LEVEL OF CAMPAIGN OPTIMIZATION AND MANAGEMENT.

### GEOFENCE COMPETITORS

SOME WHITE-LABEL SEM SERVICES CAN PROMOTE YOUR CLIENTS' BUSINESSES TO THE RIGHT AUDIENCE AT THE RIGHT TIME, INCLUDING TARGETING COMPETITORS' CUSTOMERS.

### REAL-LIFE METRICS

IF PEOPLE SEE YOUR CLIENT'S AD ON THEIR PHONE AND CALL THEM OR VISIT THE STORE IN PERSON YOU CAN TRACK THAT

### ROI REPORTS

YOU NEED TO GIVE YOUR CLIENTS BRANDED REPORTS TO SHOW THEM EXACTLY HOW THEIR DOLLARS ARE GETTING THEM TANGIBLE BUSINESS RESULTS. THE PROOF IS IN THE PUDDING, OR IN THIS CASE IN THE 250% ROI!

ADWORDSWISE USA

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