



Monthly Report for February 2023

Overview

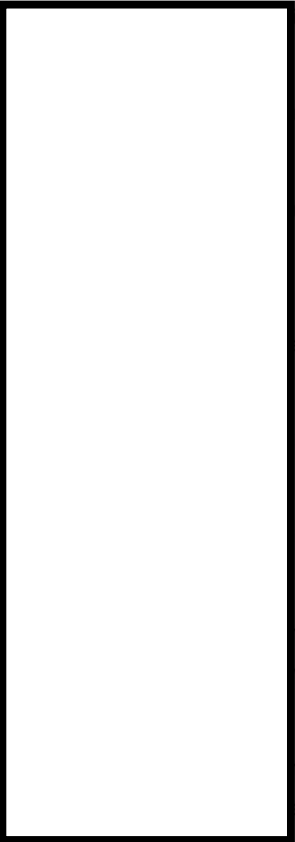
- **Quick Summary + Wins**
 - We have increased spend and focused on generating new leads for from the NEMT campaign for downloadable content and created a new campaign for NEMT software keywords so that we are able to have separate bidding strategies for upper and lower funnel keywords. We have also increased spend for the Competitors campaign.
- **Key Takeaways + Current Challenges**
 - Downloadable content is performing well so we will focus on further improving conversion rates and quality score by optimizing the website landing page for the NEMT guide with new relevant keywords. We will adjust Target CPA bidding settings to get a better CPA both for generic and software NEMT keywords. We will apply this strategy to Bing as well.
- **A/B Test Highlights**
 - We are preparing new creative to test in our Facebook lead gen campaign.
- [Link to Data Studio Dashboard](#)

List of Activities Completed Throughout February

DONE	16 TASKS	ASSIGNEE	START DATE	DUE DATE	PRIORITY	STATUS	CHANNELS	PLAN MONTH	DATE UPDATED
<input checked="" type="checkbox"/>	Data Studio Reporting Revamp 🔗 TripMaster - Data studio summary page	OB		Feb 3		DONE	DataStudio	February	Feb 7
<input checked="" type="checkbox"/>	Improve optimization score	OB				DONE	Google	February	Feb 6
<input checked="" type="checkbox"/>	Social Media Post For Microtransit Marketing	CM		Feb 8		DONE	-	-	Feb 7
<input checked="" type="checkbox"/>	Merge all NEMT software related ad groups into a single campaign plan	OB				DONE	Google	February	Feb 8
<input checked="" type="checkbox"/>	Reduce Spend for Google Ads in January 2023 plan	OB				DONE	Google	January	Feb 13
<input checked="" type="checkbox"/>	Create Custom Microtransit Landing Page	BA, AR		Feb 15		DONE	Landing Page	-	Feb 15
<input checked="" type="checkbox"/>	Conduct a detailed Search term report evaluation plan	OB				DONE	Google	February	Feb 16
<input checked="" type="checkbox"/>	Ad Copy For Microtransit Marketing plan	BA, CM		Feb 17		DONE	Google	February	Feb 16

List of Activities Completed Throughout February

Creation of...	...	BASS TM	Feb 23	DONE	-	February	Feb 22
Completion of report evaluation	OB			DONE	Microsoft Ads	February	Feb 23
2 b... gh	CM	Feb 23		DONE	Blogs	February	Feb 24
Evaluation of report for campaign	OB			DONE	Google	February	Feb 27
Evaluation of tests with the 'New'	OB			DONE	Google	February	Feb 28
Evaluation of tests with the 'New'	OB			DONE	Microsoft Ads	February	Feb 28
Evaluation of recommendations on...	OB			DONE	Google	February	Feb 28
Evaluation of recommendations on...	OB			DONE	Google	February	Feb 28



Results

Best performing Google search ad (139 conversions)



Best performing keyword (48.33 conversions):
[starting a non emergency medical transportation business]

Best performing Facebook ad (89 leads)

TripMaster by CTS Software
Published by Owen Burd • 12 December 2022

With more than 30 years in the driver's seat navigating the ever-evolving transit landscape, the team at TripMaster has unique insight into How to Make it in NEMT.

Here are some ways you can ensure your NEMT service is successful. In this white paper, we will help you understand the role of NEMT brokers and how they serve your area, how to market your NEMT business, and strategies to improve customer service to increase usage and service.

[LEARN MORE](#)

Download our guide on How to Make it in NEMT [Download](#)

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This image is a screenshot of a Facebook advertisement. At the top, it shows the profile name "TripMaster by CTS Software" and the publication date "12 December 2022". The main text of the ad discusses the company's 30 years of experience and offers a white paper on "How to Make it in NEMT". Below the text is a large image featuring a white van and a graphic that says "HOW TO MAKE IT IN NEMT". A blue button labeled "LEARN MORE" is positioned below the image. At the bottom of the ad, there is a "Download" button and a small icon indicating 33 likes.

Goals and next steps

- Goals for this month: Increase conversion volume at lower CPA.
- To achieve our goals, here is a [list of tasks](#) we will be working on in March.