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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
■	🔗	Data Studio Reporting Revamp	Summary page	OB	📅	Feb 3	🚩	DONE	DataStudio	February	Feb 7
■	Imp			OB	📅	📅	🚩	DONE	Google	February	Feb 6
■	Soi		sit Marketing	CM	📅	Feb 8	🚩	DONE	-	-	Feb 7
■	Me		d ad groups into	OB	📅	📅	🚩	DONE	Google	February	Feb 8
■	Rei		n January 2023	OB	📅	📅	🚩	DONE	Google	January	Feb 13
■	Cre		ding Page	BA AR	📅	Feb 15	🚩	DONE	Landing Page	-	Feb 15
■	Co		report evalua-	OB	📅	📅	🚩	DONE	Google	February	Feb 16
■	Ad		ting	BA CM	📅	Feb 17	🚩	DONE	Google	February	Feb 16

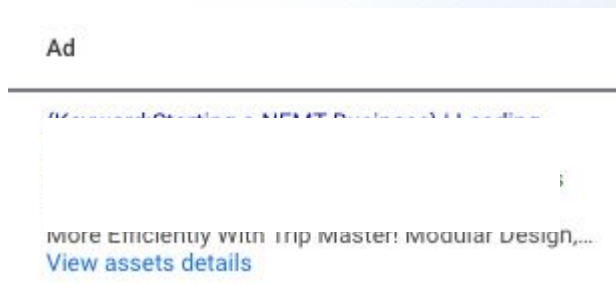
plan

List of Activities Completed Throughout February

■ Cre	ing	BA SS TM	Feb 23	DONE	-	February	Feb 22
■ Cor	report evalua-	OB		DONE	Microsoft Ads	February	Feb 23
■ 2 bl	ugh	CM	Feb 23	DONE	Blogs	February	Feb 24
■ Mic							
■ Eva	l' report for	OB		DONE	Google	February	Feb 27
■ Fea	ampaign						
■ Eva	ys with the 'New	OB		DONE	Google	February	Feb 28
■ Tes							
■ Eva	ys with the 'New	OB		DONE	Microsoft Ads	February	Feb 28
■ Tes							
■ Eva	mmendations on	OB		DONE	Google	February	Feb 28
■ Fea	ive Max.						
■ Cor							
■ Eva	mmendations on	OB		DONE	Google	February	Feb 28
■ Par:	e Max.						
Conversions EXP	plan						

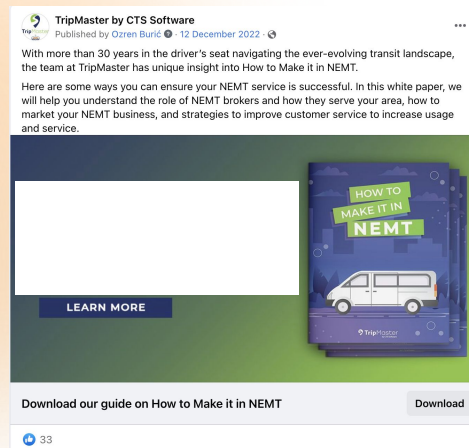
Results

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)



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.