

Monthly Report for February 2023

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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 Revenue Co	imary page =	ОВ		Feb 3	퍼	DONE	DataStudio	February	Feb 7
Im;		ОВ			Ц	DONE	Google	February	Feb 6
So:	sit Marketing	CM		Feb 8	щ	DONE	-	-	Feb 7
Me a s	d ad groups into	ОВ		ţ	퍽	DONE	Google	February	Feb 8
Rei =	າ January 2023	ОВ			щ	DONE	Google	January	Feb 13
Cre	ding Page \equiv	BAR		Feb 15	Ц	DONE	Landing Page	-	Feb 15
Co tioi	report evalua-	ОВ		Ţ	Ч	DONE	Google	February	Feb 16
Ad	ting =	BAM		Feb 17	Ц	DONE	Google	February	Feb 16

List of Activities Completed Throughout February

	Cre pla	ting =	BASSM		Feb 23	F	DONE	-	February	Feb 22
•	Cor tion	report evalua-	ОВ		Ţ	F	DONE	Microsoft Ads	February	Feb 23
•	2 bl Mic	ıgh	CM		Feb 23	F	DONE	Blogs	February	Feb 24
	Eva Fea pla	ז' report for ampaign =	ОВ		đ	F	DONE	Google	February	Feb 27
•	Eva Tes	s with the 'New	ОВ		Ţ	F	DONE	Google	February	Feb 28
•	Eva Tes	s with the 'New	ОВ		Ţ	F	DONE	Microsoft Ads	February	Feb 28
•	Eva Fea Cor	mmendations on ive Max.	ОВ	-	đ	F	DONE	Google	February	Feb 28
•	Eva Par: Conversions EXP = plan	mmendations on e Max.	ОВ	4		F	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)

Published by Ozren Burić @ - 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.



Download our guide on How to Make it in NEMT

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Goals and next steps

- Goals for this month: Increase conversion volume at lower CPA.
- To achieve our goals, here is a <u>list of tasks</u> we will be working on in March.

