

How a PPC Agency in San Francisco Can Lower Your CAC by 40%

OSCORM™
ELEVATE YOUR ONLINE PRESENCE

PPC AGENCY PHONE NUMBER IN SAN FRANCISCO

Data-Driven PPC Campaigns
That Maximize ROI & Grow Your Business.

**RESULTS DRIVEN
ROI FOCUSED
TRANSPARENT**

- TARGETED PPC CAMPAIGNS**
Reach the Right Audience
- HIGHER ROI & CONVERSIONS**
Get More Leads & Sales
- GOOGLE ADS CERTIFIED**
Experts You Can Trust
- TRANSPARENT REPORTING**
Real-Time Insights & Analytics
- CONTINUOUS OPTIMIZATION**
Better Performance Every Day

Google Ads Overview

Clicks	Conversions	Cost / Conv.	CTR
12,650 ↑ 18.6%	1,256 ↑ 25.4%	\$18.50 ↑ 12.5%	6.45% ↑ 8.1%

PPC STRATEGY

- KEYWORD RESEARCH
- AD COPY
- LANDING PAGES
- BID MANAGEMENT
- CONVERSION TRACKING

**SAN FRANCISCO
PPC EXPERTS**
Local Knowledge. Global Results.

DATA-DRIVEN
Smart Decisions
Better Results

TRUSTED BY BUSINESSES
Proven Strategies
Real Growth

EXPERIENCED TEAM
Certified Experts
Dedicated to Your Success

RESULTS DRIVEN
Higher ROI
Sustainable Growth

More money is being spent by marketers. Prices continue to remain relatively low. Your acquisition cost is eating into your budget, but not that noticeably. Businesses in very competitive markets lose thousands of dollars each month due to under optimised ad groups and bid strategies. A good PPC agency in SF will have the ability to quickly turn that corner, thanks to testing for conversion and their local expertise into the market! In that case, a [PPC Agency Phone Number in San Francisco](#) is more than just a contact, it is a tool designed to help spur development.

What Actually Drives a High CAC in Paid Campaigns

The website is blamed by many companies. Usually, it's the approach that's the issue.

Having too many positive keywords without negative keywords is a waste of money. Ads with misaligned landing pages have a negative impact on quality scores. Even before the campaign's time has truly come of age your cost per acquisition is toasted by bidding on an awareness enquiry and paying for clicking on a conversion enquiry.

Based on WordStream research, the average CPC for Google ads across all the sectors is \$4.22. But, if the businesses are those that have very poorly organized campaigns then they may have to spend three times what they spend when they obtain the same traffic. There is no need to struggle or struggle to believe. You can cross that distance easily.

How a Startup Cuts CAC by 43% in ninety days

This Bay Area B2B SaaS start-up spent thousands of dollars per month on Google Ads. They spent \$420 for each trial registration.

After collaborating with a **PPC Agency in San Francisco**, the group reorganised the whole account. There were terms that were not converted in the previous 6 months, of which 38% were dropped for analysis. Instead of features, their emphasis turned to problems, and they changed their ads accordingly. They also redirected money into hiring LinkedIn advertisers geared to the specific position and also executed along with the base of the sales funnel.

In 90 days they lowered their CAC from \$239. The same total monetary amount. Superior targeting. Better organization.

Those figures are no sheer coincidence! This is the look of the scientific optimization process.

Why Oscorm Is Changing How Businesses Find PPC Talent

Previously, businesses were stuck paying someone the full-time salary or paying them outsized retainers, in order to find reliable PPC experts. This is changed by Oscorm.

A business can discover confirmed PPC focused, strategist and paid marketing on the freelancing website Oscorm. Whether you need an audit now or ongoing campaign management, Oscorm lets you tap into the best minds without the headaches or agency fees.

We developed the Oscorm to enable growing businesses to grow its paid advertising support when it's required. Oscorm offers publicizing of the project, quotes from experienced professionals and immediate beginning of work on the project. For some companies, Oscorm has slashed weeks of time spent to hire PPC services to within a few days.

What Does a 40% CAC Reduction Actually Look Like in Numbers

Being humorous, let's say that a company spends \$15,000 per month on advertising and has a \$300 CAC. There are fifty new clients who are joining each month.

The CAC lowers to \$180 as part of the optimisation process of the account along with a **PPC Agency in San Francisco**. The 83 clients per month are the result of the same \$15,000. This is 33 more clients at 0 additional cost!

This will accumulate throughout the year. About 1,000 people sign up for it every year, and there are 600 customers. The rewards for using the smarter paid approach is just an additional \$480,000 of income from the average customer L.T.V. of \$1,200.

The 40% reduction in the CAC is not directly underestimated. This is the result of campaign management organised in a systematic way based on data.

Case Study: E-Commerce Brand Scales Revenue Without Scaling Budget

Running Shopping and Search ads, a San Francisco-based direct-to-consumer skincare firm achieved a combined ROAS of 1.8. In order to meet their profitability goals, they need 3.5.

The PPC agency in San Francisco redrew the Shopping feed, refreshed product descriptions and titles based on actual language in search queries and broke up ads by margin tier. There was a great deal of bidding in all those items of high profits. Businesses that did not make these are either shelved or shifted to lower cost areas.

Outside of manual shopping, they also developed Performance Max ads with first-party consumer data audience signals [PPC agency in San Francisco](#)

ROAS was up 3.7% compared with five months prior and new customer CAC pulled down 37% five months later. With advertising spending of the same size per month, revenue went up 28% over the quarter.

How to Choose the PPC Agency Phone Number in San Francisco

The outcomes achieved by various agencies vary. Keep in mind three points as you weigh your alternatives.

Get their track record of improved, not simply maintained, accounts before you hire them. Expanding an existing campaign from a solid foundation is distinct from identifying and repairing a malfunctioning one. Second, enquire about their reporting style. Accountability is signalled via weekly performance summaries that include transparent CAC monitoring.

Vanity metrics in monthly reports indicate the exact opposite. Thirdly, you should see whether they have managed campaigns inside your particular industry. The competitive dynamics of the SaaS, financial tech, health tech, and consumer brand industries are distinct in San Francisco. Expertise in your field is important.

For a free first assessment, it's always worth calling a **PPC Agency Phone Number in San Francisco**. Just by taking advantage of the free account review that most respectable agencies provide, you may find thousands of dollars' worth of fast wins.