

Google Ads Portfolio & Campaign Results

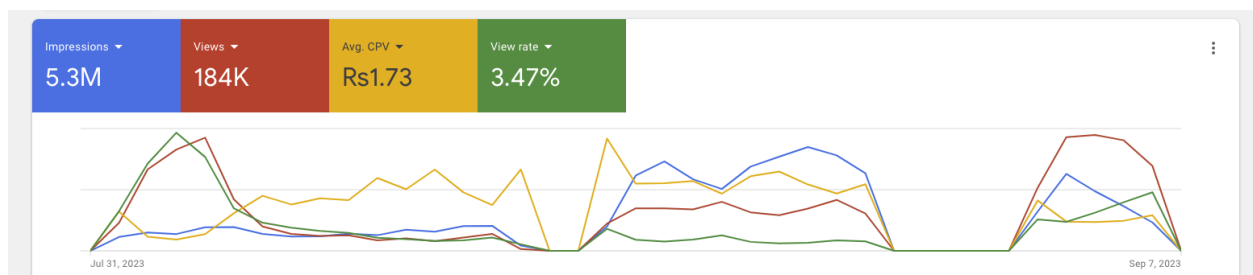
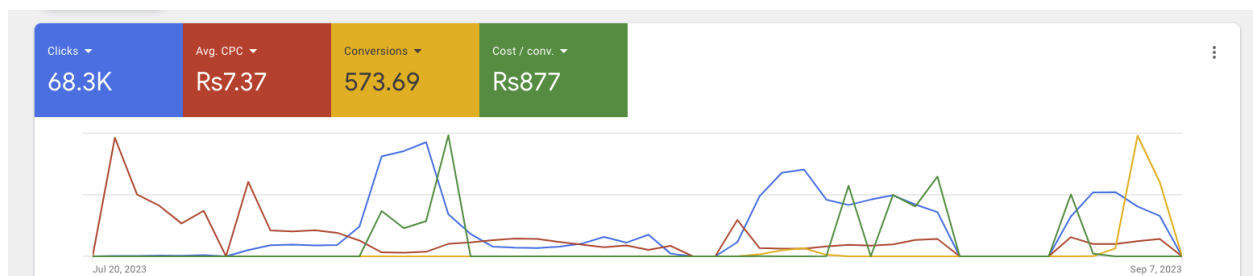
By Perbal Sarbuland

Introduction

With over **9 years of experience** in digital marketing since 2016, I have spent the last **3 years specializing in Google Ads**, creating and optimizing campaigns that drive business growth. I've worked with multiple international agencies and direct clients, achieving measurable results such as increased leads, sales, and ROI. This document showcases some of my Google Ads campaigns.

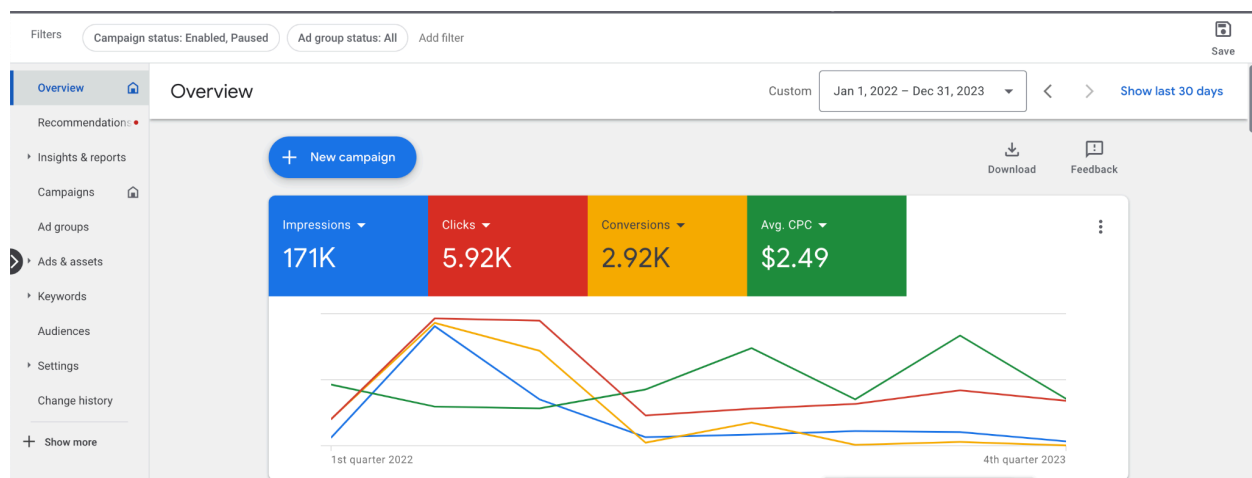
ATH Islamabad Campaign – Aircraft Maintenance Engineer Students

- **Campaign Objective:** Generate **leads** and **video views** for **students** aspiring to become **Aircraft Maintenance Engineers** at **ATH Islamabad**.
- **Results:**
 - **573 conversions** with a **7.37 CPC** for lead generation.
 - **5.3M impressions** and **184K video views** with a **1.73 CPV** and **3.47% view rate**, driving strong engagement and awareness.



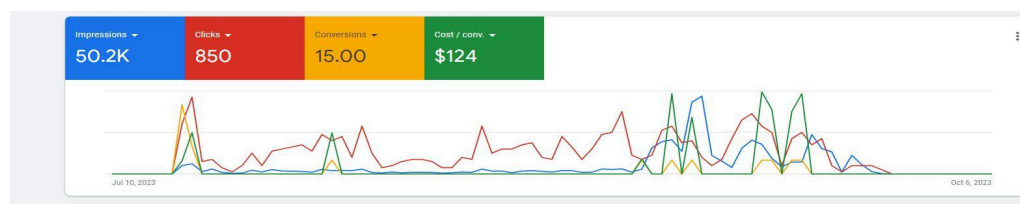
Medical Clinic Campaign – Wake Forest, North Carolina

- **Campaign Objective:** Drive **conversions** for a local medical clinic in Wake Forest, North Carolina.
- **Results:**
 - Achieved a total of **2.92k conversions**, demonstrating strong engagement and successful targeting strategies.
 - The campaign focused on driving leads for medical services, leveraging **Google Ads** to maximize local visibility and patient bookings.



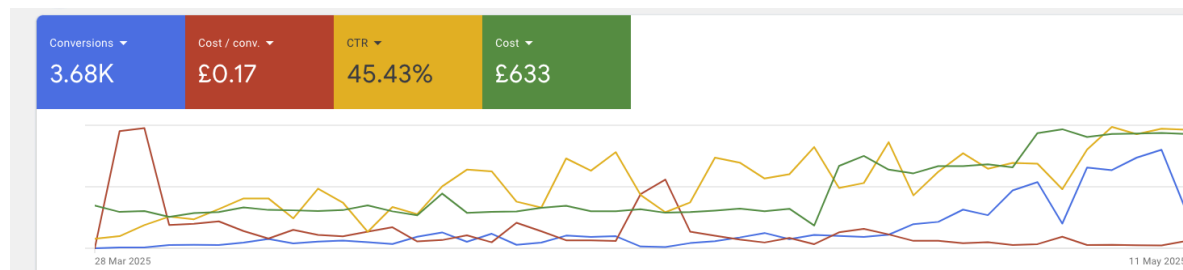
Frederick Fox Campaign – Talent Acquisition Services - Boynton Beach, FL

- **Campaign Objective:** Generate **conversions** for Frederick Fox, a professional talent acquisition service providing direct hire and contract staffing solutions.
- **Results:**
 - Delivered **15 conversions** through targeted **Google Ads** campaigns, driving qualified leads for Frederick Fox's talent services.



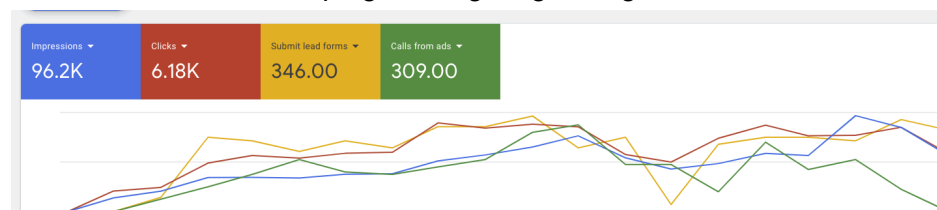
Ceramic Art Exhibition Campaign – London

- **Campaign Objective:** Drive ticket sales for a **Ceramic Art Exhibition** in London using **Google Ads**.
- **Results:**
 - Sold **3.68k tickets**, successfully promoting the exhibition to art enthusiasts in London.
 - The campaign achieved a **Cost of £0.17 per ticket**, showcasing highly efficient ad spend.
 - With an impressive **CTR of 45.43%**, the campaign engaged a large audience, leading to high ticket sales at a cost-effective rate.



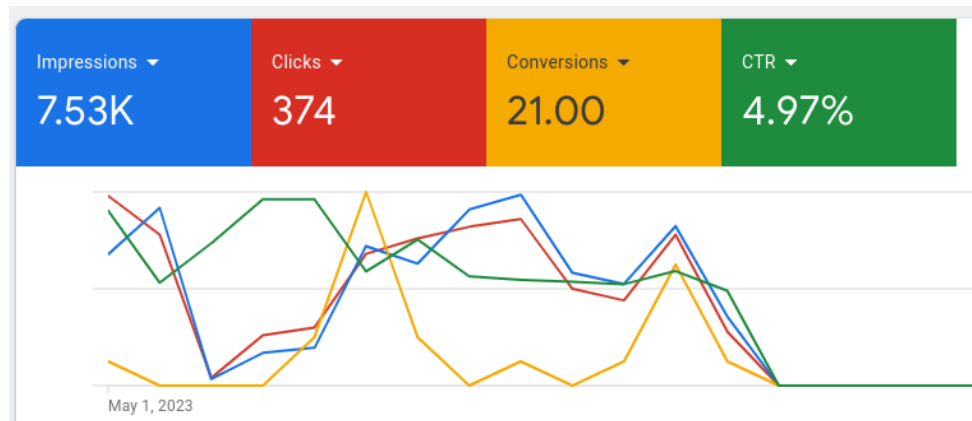
Cop Call Private Investigations Campaign – New Jersey & New York

- **Campaign Objective:** Generate **quality leads** and **inbound calls** for Cop Call Private Investigations in New Jersey and New York.
- **Results:**
 - Successfully generated **346 leads**, with **309 calls**, providing a solid influx of potential clients.
 - The client requested fewer but **higher-quality leads** as he was handling the cases alone. The **inbound calls** resulted in better conversions, showcasing the effectiveness of the campaign in targeting the right audience.



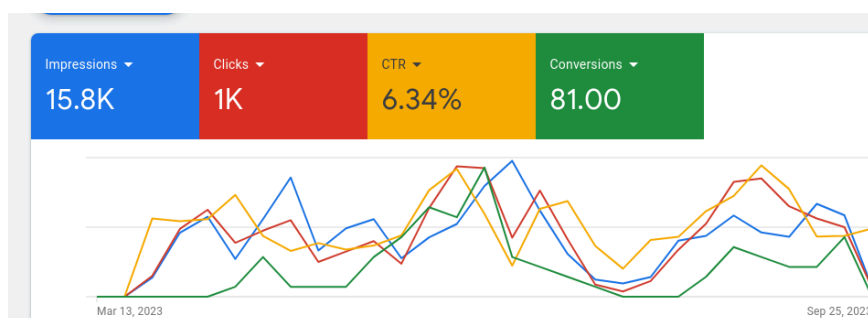
Kenerson Construction Campaign – New Jersey & New York

- **Campaign Objective:** Generate **conversions** for **Kenerson Construction**, serving the NJ & NYC areas with over 40 years of experience.
- **Results:**
 - Delivered **21 conversions** through **Google Ads**, driving quality leads for their construction services.



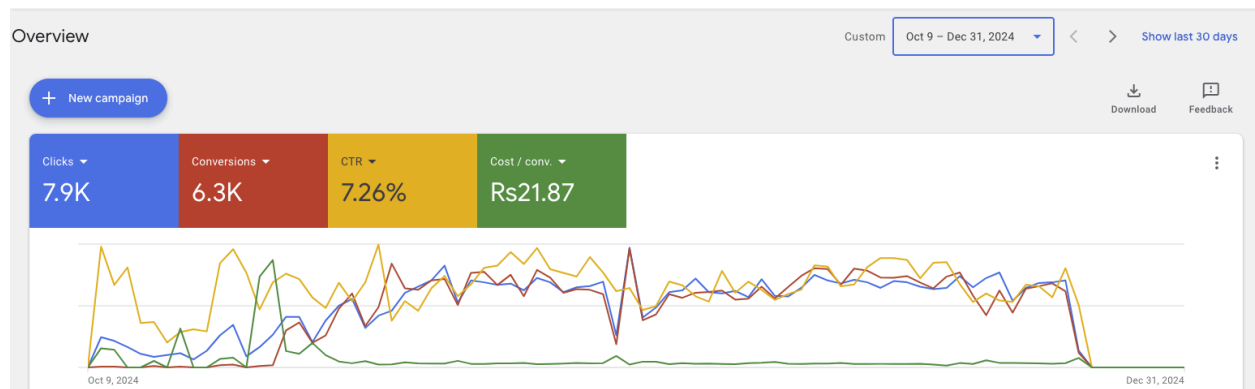
HireStrong Campaign – Houston, Texas

- **Campaign Objective:** Generate **conversions** for **HireStrong**, a company specializing in connecting employers in the oil & gas industry with qualified professionals.
- **Results:**
 - Delivered **81 conversions** with an impressive **6.34% CTR**, demonstrating strong engagement and high-quality lead generation.



Ghurki Trust Lahore Campaign – DPT Students Leads

- **Campaign Objective:** Generate **DPT student leads** for **Ghurki Trust Lahore**.
- **Results:**
 - Achieved **6.3k conversions** with a **7.26% CTR**, showcasing strong engagement.
 - The campaign had a **cost per conversion of Rs. 21.87**, making it an efficient and cost-effective lead generation strategy.



Medical App Campaign

- **Objective:** Drive **app installs** and increase engagement for a **US-based medical app**.
- **Results:**
 - Generated **1,000 app installs** via **Google Ads**.
 - Increased app engagement through targeted **Search Ads** and **Remarketing** strategies.

