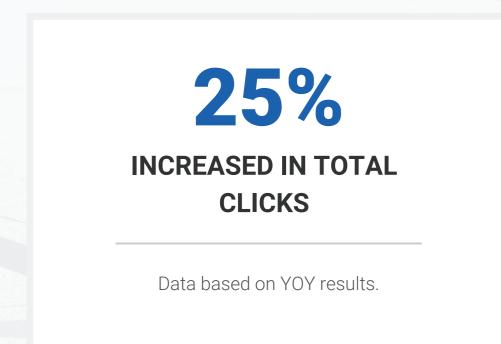






How We Helped Excel Currencies

Google Display Remarketing Ads - Case Study



26% **DECREASED IN THE AVERAGE CPC** Data based on YOY results.

31.36% **INCREASE OVERALL CONVERSIONS** Data based on YOY results.

Result (Google Display Remarketing Ads)

25% - FROM 670 TO 897

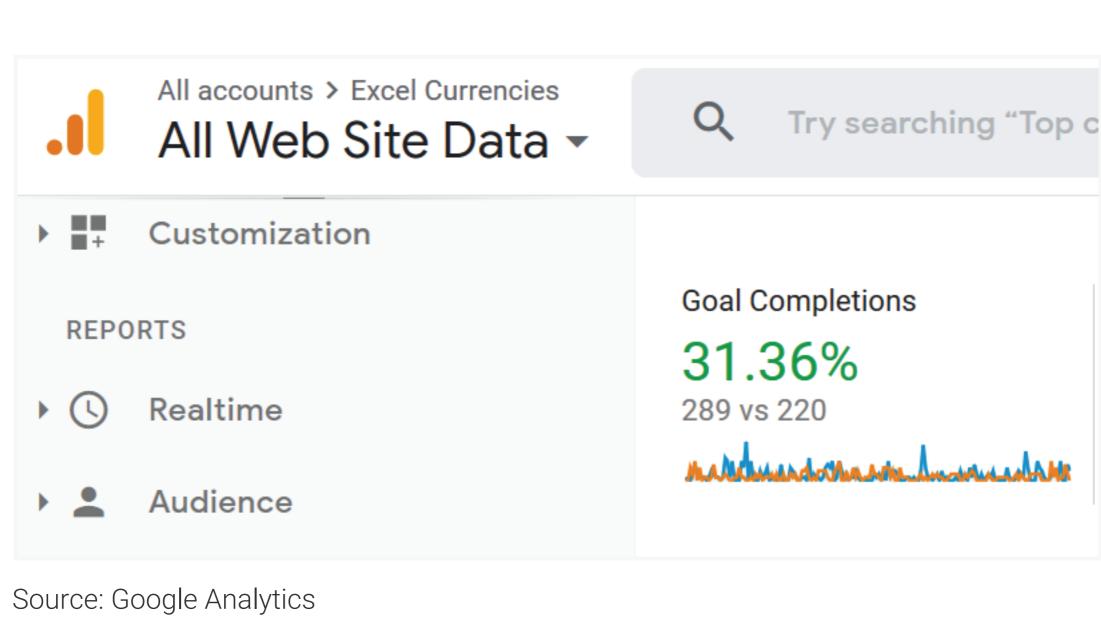
Increased In The Total Clicks

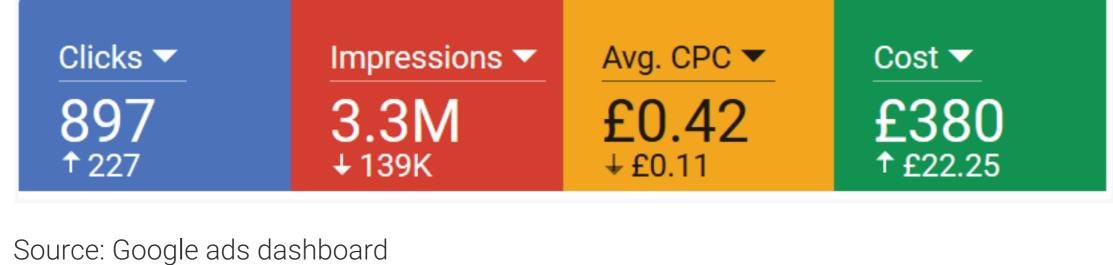
26% - FROM £0.42 TO £0.31

Decreased In The Average CPC

31.36% - FROM 220 TO 289

Increased Overall Conversions to the website (With This Brand Awareness Display Campaigns).





Here What They Said Thank you Glorywebs for the amazing job you did. I am so happy with the

work, you guys are so professional and the quality of your work is amazing. Definitely consider Glorywebs if you are looking for PPC, web design and web development company.

- KARL DALY | EXCEL CURRENCIES DIRECTOR

The Brief International Money Transfer Agency Based in UK

Started in 2004, Excel Currencies is disrupting the

international money transfer industry by combining a fair

price, fast delivery of funds and exceptional customer service.



0

Quote me happy

amount you send & charge a

transfer fee, meaning we can b

£10,000 - £25,000

Easy

Excel Currencies

Send money overseas the

15 years showing banks how to be Fair, Fast &

cheap and easy way.

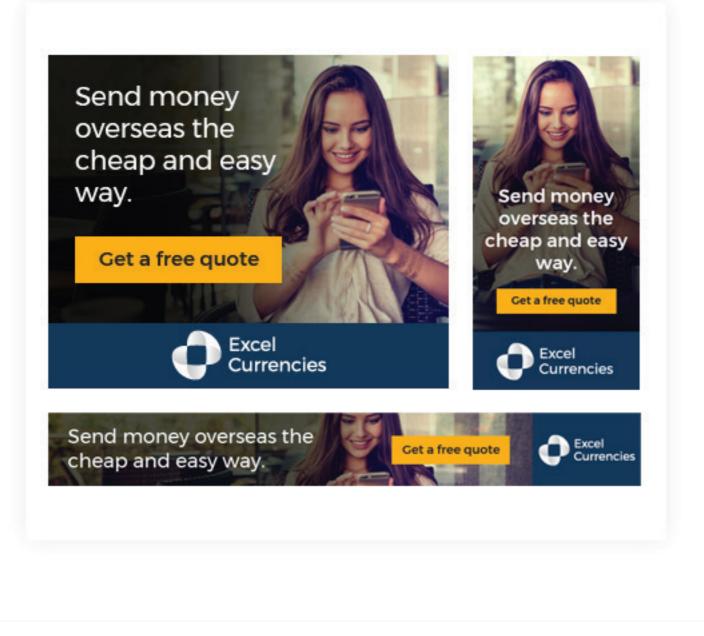
15 years putting clients first

Creating Appealing Display Ads Banners

Challenge

- Creating Remarketing Audience Based On Website
- Increase Brand Awareness & Website Traffic
- **Visitors** 🔭 Trustpilot 🗶 🗶 🗶 🗶 Excellent 9.8 out of 10 Why Excel Currencies? client funds is and always has been our top priorit four money is segregated and held in your own E Vallet account. Safe and secure since 2004. nd money overseas for all sorts of reasons. These ew country, paying for tuition fees or simply sending money to family and friends. We are trusted by thousand

Solution



- Created Remarketing Audience List Based On Website **Visitors**
- Searched & Focused Only Targeted Locations Within The UK

Monitor Budgets And Campaign On Regular Basis

- Excluded The Irrelevant Placements To Reduce The **Wasted Spends**



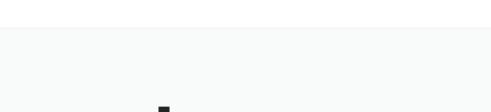
IN TOTAL CLICKS

25% INCREASE



26% DECREASED

IN THE AVERAGE CPC



31.36% INCREASE

IN OVERALL CONVERSIONS

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