



GOOGLE ADS (SEM) PORTFOLIO

Driving Results Through Strategic Search Engine Marketing



Parveen Sharma

Co-founder & Marketing Director

Empowering Your Business to Shine in the Digital World

OUR MISSION

"To uncover potential benefits for your business, bring a powerful online presence to it, and guide you on your journey towards visibility and profitability."

At Glimmers Point, we are more than just a digital marketing agency; we are committed partners in your success. By blending strategy, innovation, and data-driven insights, we create campaigns that don't just reach audiences—they connect and convert.

- ✓ Search Engine Marketing (SEM)

- ✓ Social Media Management

- ✓ Web Design & Development

- ✓ Search Engine Optimization (SEO)

- ✓ Content Creation

- ✓ Conversion Rate Optimization

27+
Accounts Managed
Successfully



Comprehensive Google Ads Expertise



Search & Display Campaigns

Strategic keyword targeting, audience layering, and compelling ad copy to capture intent and drive visibility.



Shopping & Performance Max

Feed optimization and automated bidding strategies to maximize e-commerce sales and ROAS.



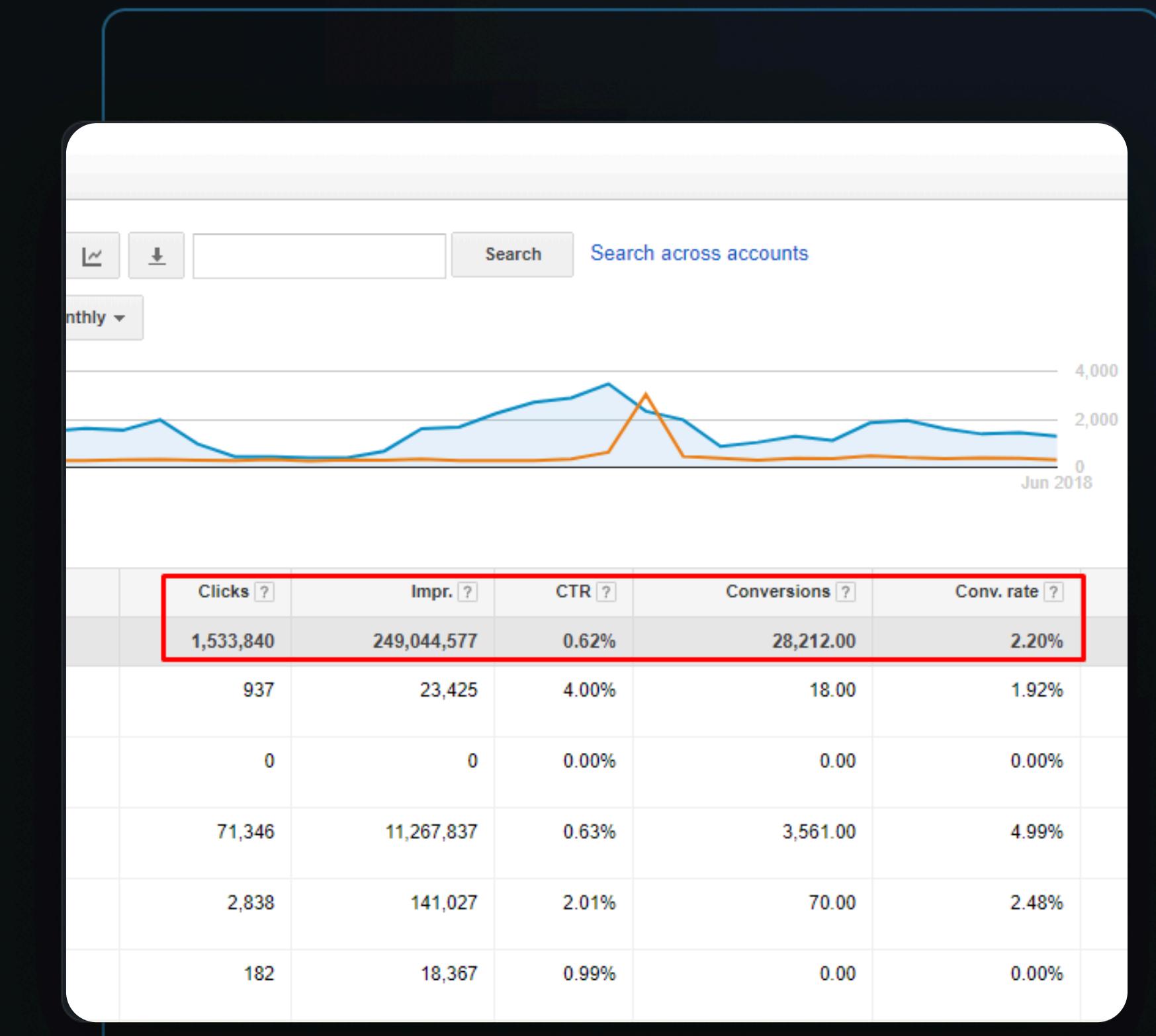
YouTube & Video Ads

Engaging video campaigns to build brand awareness and retarget interested users across the network.



Data-Driven Optimization

Conversion tracking, GA4 integration, and smart bidding (tCPA, tROAS) for continuous performance improvement.



↻ Remarketing

⚡ A/B Testing

◎ CRO

⌚ Smart Bidding

Key Achievements Overview

27+

Accounts Managed

Across diverse industries

+355%

Max Conversion Lift

Achieved in 30 days (ARC)

58%

CPA Reduction

Within first 7-14 days

400%+

ROAS Achieved

For E-commerce campaigns

\$1k-35k

Monthly Budgets

Scalable management strategies

\$25-60

Real Estate CPL

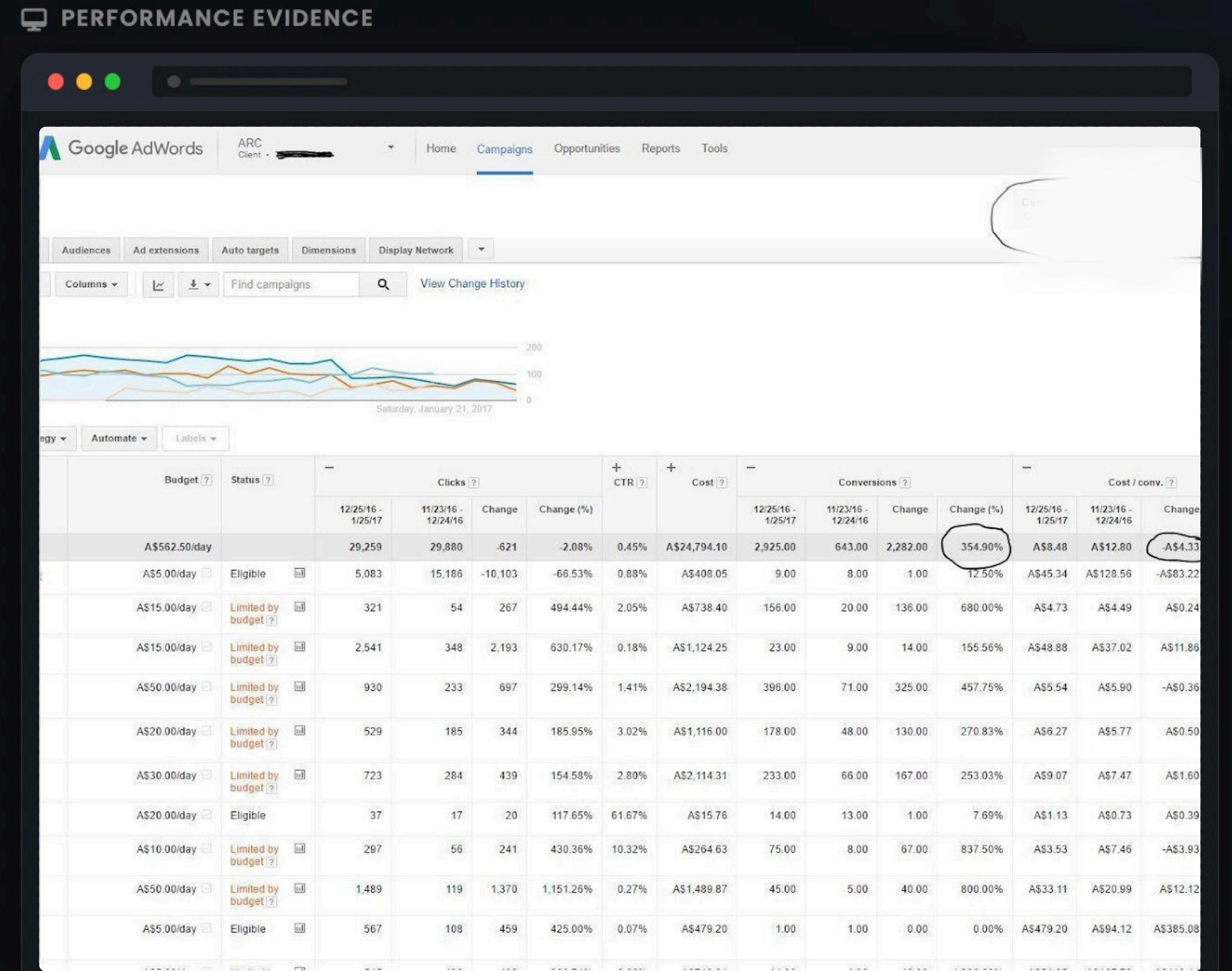
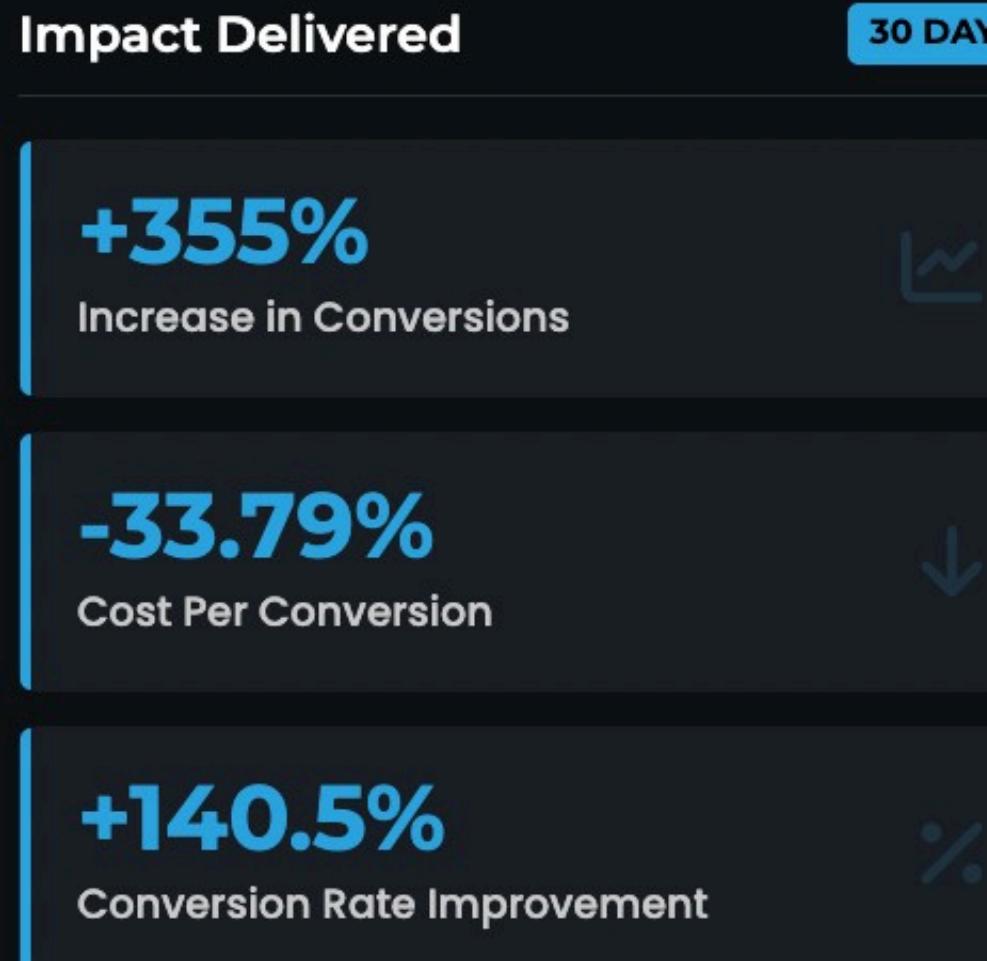
Consistently below target CPAs

 PERFORMANCE SNAPSHOTS

	Account	Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Conversions <small>?</small>	Conv. rate <small>?</small>
	Totals - all 27 accounts	1,533,840	249,044,577	0.62%	28,212.00	2.20%

ARC - Government Organization

SECTOR	Government (AC & Refrigerator)
OBJECTIVE	Lead Generation
BUDGET	\$15,000 / Month
CHANNELS	Google Search & Display Network
WEBSITE	lookforthetick.com.au



BlueSpa Dental

SECTOR	Dentist / Healthcare
OBJECTIVE	Lead Generation
BUDGET	\$3,000 / Month
CHANNELS	Google Search Network
WEBSITE	cosmetic-dentist-melbourne.com.au

Impact Delivered

14 DAYS

+215%

Increase in Conversions



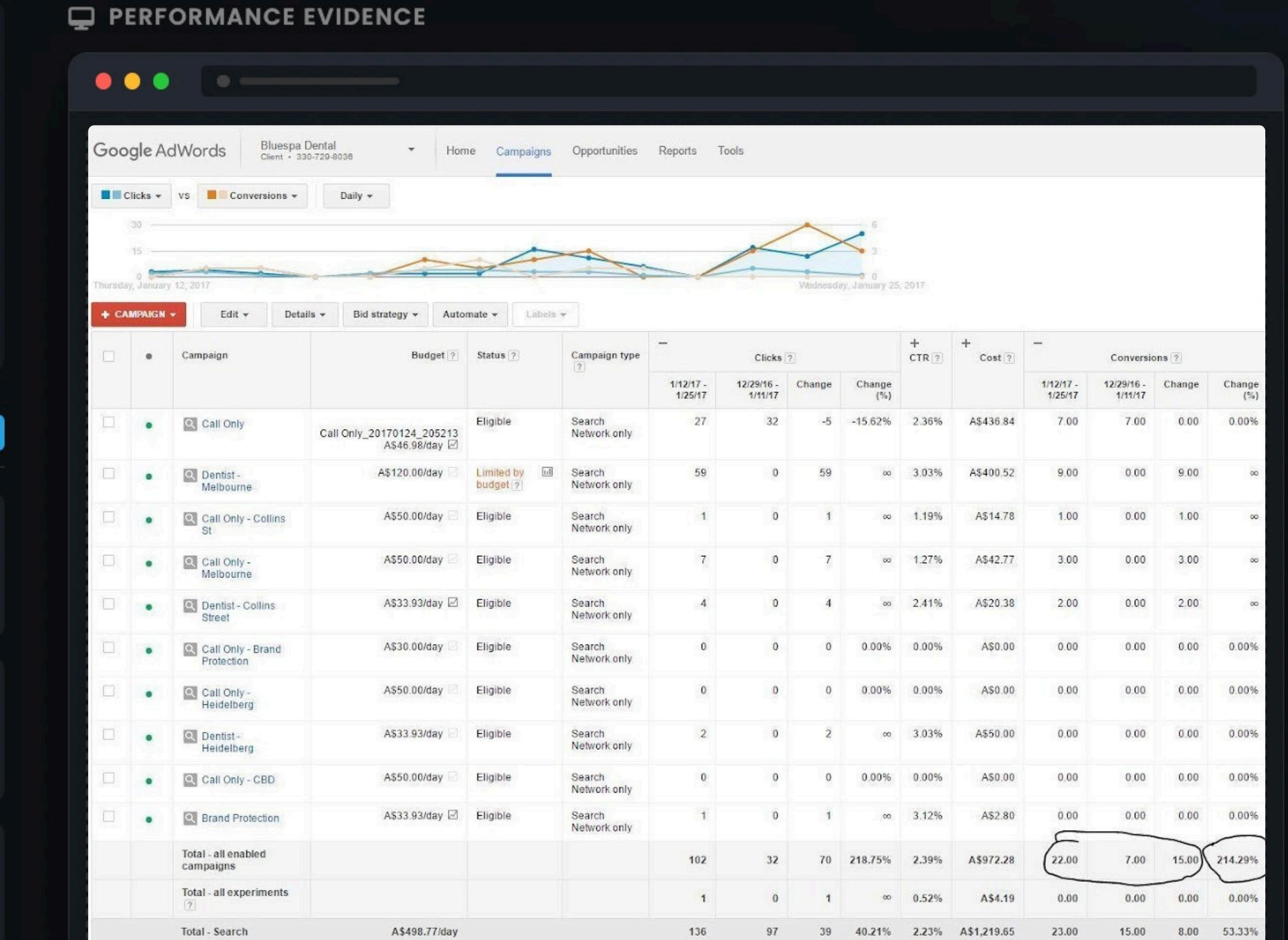
-24.68%

Reduction in Cost/Conversion



High

Lead Quality Score



Defence Health - Insurance

SECTOR	Insurance (Health)
OBJECTIVE	Lead Generation
BUDGET	\$25,000 / Month
CHANNELS	Google Search & Display Network
WEBSITE	defencehealth.com.au

Impact Delivered

14 DAYS

+105%

Increase in Conversions



+100.2%

Increase in Phone Calls

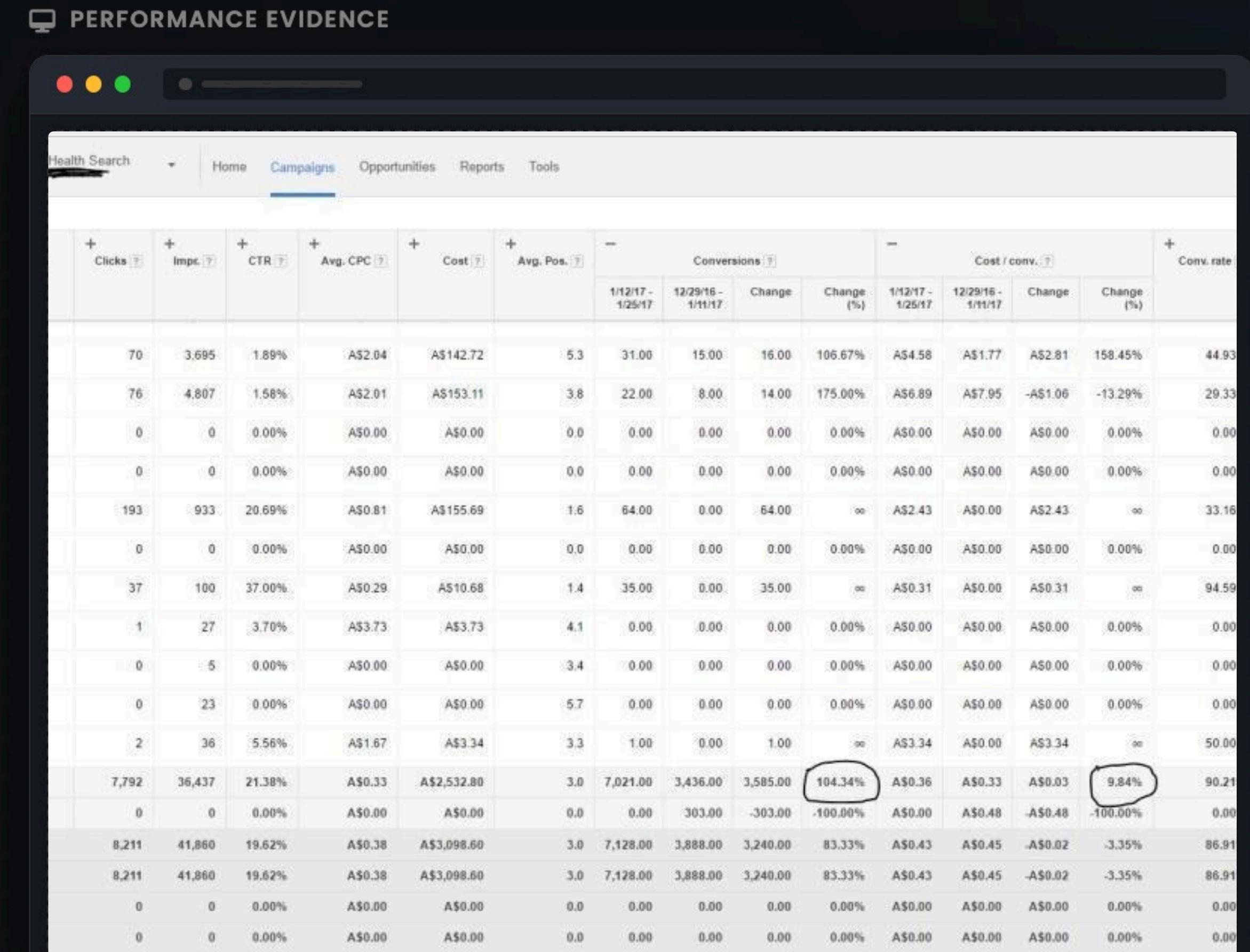


Ongoing

Growth over 4+ Months



PERFORMANCE EVIDENCE

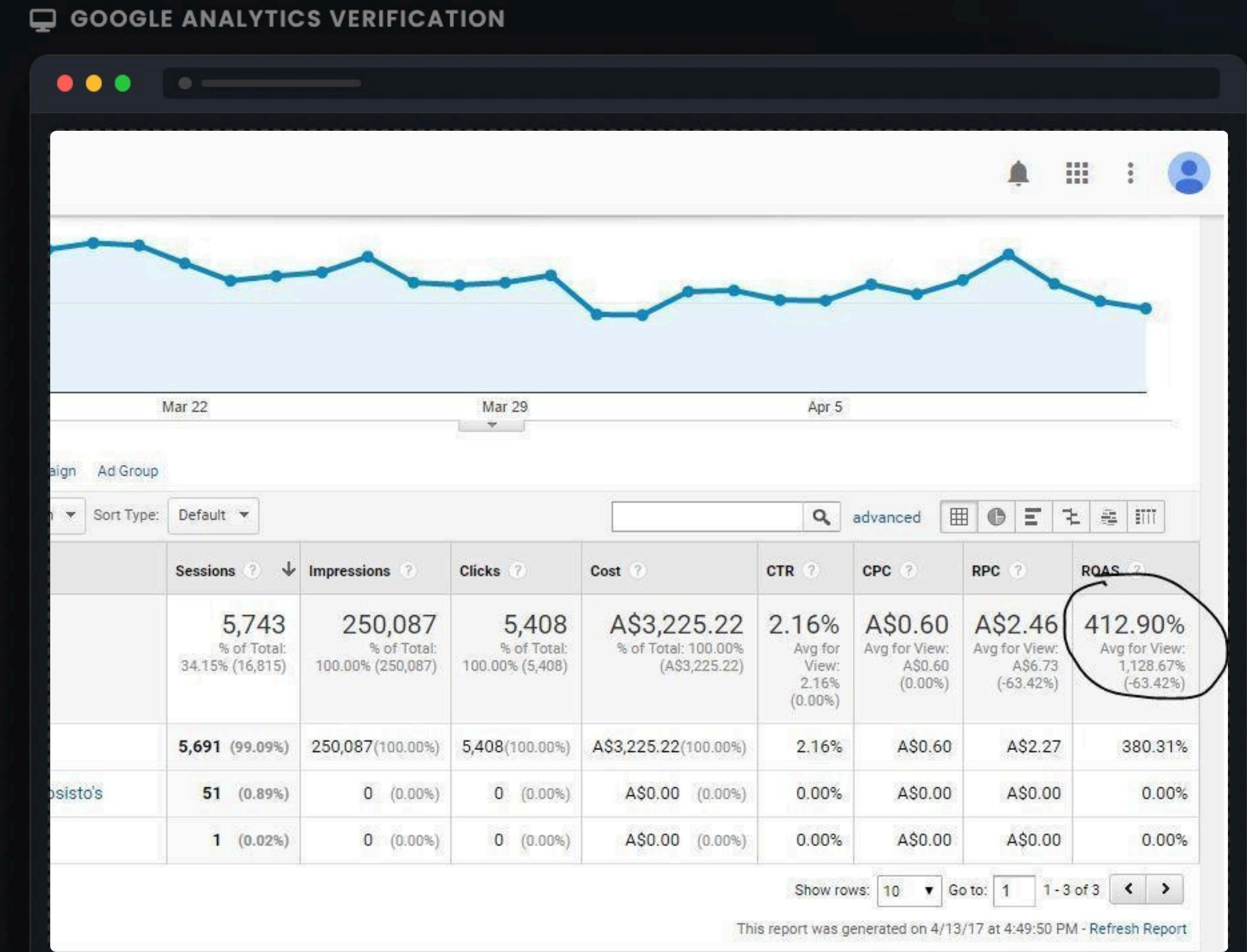


								Conversions							
		Clicks	Impres.	CTR	Avg. CPC	Cost	Avg. Pos.	1/12/17 - 1/25/17	12/29/16 - 1/11/17	Change	Change (%)	1/12/17 - 1/25/17	12/29/16 - 1/11/17	Change	Change (%)
70	3,695	1.69%	A\$2.04	A\$142.72	5.3	31.00	15.00	16.00	106.67%	A\$4.58	A\$1.77	A\$2.81	158.45%	44.93	
76	4,807	1.58%	A\$2.01	A\$153.11	3.8	22.00	8.00	14.00	175.00%	A\$6.89	A\$7.95	-A\$1.06	-13.29%	29.33	
0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	
0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	
193	933	20.69%	A\$0.81	A\$155.69	1.6	64.00	0.00	64.00	∞	A\$2.43	A\$0.00	A\$2.43	∞	33.16	
0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	
37	100	37.00%	A\$0.29	A\$10.68	1.4	35.00	0.00	35.00	∞	A\$0.31	A\$0.00	A\$0.31	∞	94.59	
1	27	3.70%	A\$3.73	A\$3.73	4.1	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	
0	5	0.00%	A\$0.00	A\$0.00	3.4	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	
0	23	0.00%	A\$0.00	A\$0.00	5.7	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	
2	36	5.56%	A\$1.67	A\$3.34	3.3	1.00	0.00	1.00	∞	A\$3.34	A\$0.00	A\$3.34	∞	50.00	
7,792	36,437	21.38%	A\$0.33	A\$2,532.80	3.0	7,021.00	3,436.00	3,585.00	104.34%	A\$0.36	A\$0.33	A\$0.03	9.84%	90.21	
0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	303.00	-303.00	-100.00%	A\$0.00	A\$0.48	-A\$0.48	-100.00%	0.00	
8,211	41,860	19.62%	A\$0.38	A\$3,098.60	3.0	7,128.00	3,888.00	3,240.00	83.33%	A\$0.43	A\$0.45	-A\$0.02	-3.35%	86.91	
8,211	41,860	19.62%	A\$0.38	A\$3,098.60	3.0	7,128.00	3,888.00	3,240.00	83.33%	A\$0.43	A\$0.45	-A\$0.02	-3.35%	86.91	
0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	
0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00	

Bosisto's - E-Commerce

SECTOR	E-Commerce
OBJECTIVE	400% Target ROI
BUDGET	\$3,000 / Month
CHANNELS	Search, Shopping & Display RMK
WEBSITE	bosistos.com.au

Performance Metrics		GA DATA
412%	Actual ROI Achieved	
400%	Target ROI Goal Exceeded	
3	Channels Optimized (Search/Shop/RMK)	



Real Estate Success Stories

Eynesbury

REAL ESTATE

Cost Per Acquisition (CPA)
\$60 / lead
 Target: \$130 **-53% Lower**

Monthly Budget

\$4,000

Campaign Type

Search Network

Campaign Performance Overview																					
Campaign Details		Budget & Status		Campaign Type		Impressions		CTR		Avg. CPC		Cost		Avg. Pos.		Conversions		Cost / conv.		Conv. rate	
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	6	52	11.54%	A\$2.12	A\$12.69	1.0		0.00	A\$0.00	0.0								
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	0	0	0.00%	A\$0.00	A\$0.00	0.0		0.00	A\$0.00	0.0								
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	7	44	15.91%	A\$9.12	A\$63.85	1.1		0.00	A\$0.00	0.0								
A\$110.00/day		405		9,871		4.10%		A\$3.14		A\$1,269.95		1.0		17.00		A\$61.21		5.0			
														24.00		A\$52.91		5.0			

Providence

REAL ESTATE

Cost Per Acquisition (CPA)
\$25 / lead
 Target: \$100 **-75% Lower**

Monthly Budget

\$3,000

Campaign Type

Search Network

Campaign Performance Overview																					
Campaign Details		Budget & Status		Campaign Type		Impressions		CTR		Avg. CPC		Cost		Avg. Pos.		Conversions		Cost / conv.		Conv. rate	
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	6	52	11.54%	A\$2.12	A\$12.69	1.0		0.00	A\$0.00	0.0								
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	0	0	0.00%	A\$0.00	A\$0.00	0.0		0.00	A\$0.00	0.0								
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	7	44	15.91%	A\$9.12	A\$63.85	1.1		0.00	A\$0.00	0.0								
A\$110.00/day		253		14,876		1.70%		A\$2.85		A\$720.05		1.6		28.00		A\$25.57		11.11%			
														24.00		A\$52.91		5.0			

Woodlinks

REAL ESTATE

Cost Per Acquisition (CPA)
\$45 / lead
 Target: \$120 **-62% Lower**

Monthly Budget

\$3,200

Campaign Type

Search Network

Campaign Performance Overview																					
Campaign Details		Budget & Status		Campaign Type		Impressions		CTR		Avg. CPC		Cost		Avg. Pos.		Conversions		Cost / conv.		Conv. rate	
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	6	52	11.54%	A\$2.12	A\$12.69	1.0		0.00	A\$0.00	0.0								
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	0	0	0.00%	A\$0.00	A\$0.00	0.0		0.00	A\$0.00	0.0								
UTM budget A\$30.00/day	Limited by budget	Search Network only	All features	7	44	15.91%	A\$9.12	A\$63.85	1.1		0.00	A\$0.00	0.0								
A\$110.00/day		182		7,042		2.58%		A\$2.87		A\$521.98		1.8		12.00		A\$43.50		0.00			
														182		A\$0.00		0.00%			

GoFutures - Finance & Trading

SECTOR	Trading & Finance
OBJECTIVE	Lead Generation
BUDGET	\$12,000 / Month
CHANNELS	Google Search Campaigns
WEBSITE	gofutures.com

Immediate Impact	7 DAYS
+2000% Search Campaign Improvement	
+300% Overall Account Growth	

PERFORMANCE COMPARISON													
Campaign	Budget <small>?</small>	Status <small>?</small>	7 DAYS		30 DAYS		60 DAYS		90 DAYS		Conversions <small>?</small>	Conv. rate <small>?</small>	
			Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Avg. CPM <small>?</small>	Avg. Pos. <small>?</small>	Cost <small>?</small>	Conversions <small>?</small>	Change	Change (%)	
1	\$50.00/day <input checked="" type="checkbox"/>	Eligible	43	797	5.40%	\$2.11	\$113.91	3.1	\$90.79	3.00	0.00	3.00	∞ 6.98%
2	\$50.00/day <input checked="" type="checkbox"/>	Eligible 	15	840	1.79%	\$2.50	\$44.64	2.9	\$37.50	0.00	0.00	0.00	0.00% 0.00%
3	\$50.00/day <input checked="" type="checkbox"/>	Eligible	985	149,807	0.66%	\$3.64	\$23.93	1.2	\$3,585.38	45.00	13.00	32.00	246.15% 4.60%
4	\$490.00/day		1,479	170,530	0.87%	\$3.54	\$30.67	1.3	\$5,230.44	67.00	16.00	51.00	318.75% 4.56%
5			1,167	48,443	2.41%	\$4.17	\$100.34	2.1	\$4,860.83	61.00	3.00	58.00	1,933.33% 5.27%
6			312	122,087	0.26%	\$1.18	\$3.03	1.0	\$369.61	6.00	13.00	-7.00	-53.85% 1.92%

Managed Real Estate

CLIENT PORTFOLIOS

managedrealestate.com
1031property.com

MONTHLY BUDGET

\$20,000 - \$25,000

TARGET CPA

\$70 - \$90

<\$50

Actual Cost Per Lead

+250%

Conversion Increase

-58%

Drop in CPA

⚡ Rapid Impact: Significant results achieved within the first 7 days of account takeover through aggressive optimization and restructuring.

ADWORDS ACCOUNT PERFORMANCE

All campaigns	Ads	Ad extensions	Keywords	Audiences	Dimensions	Filter	Columns	Find campaigns	View Change History
Desktop>1031 Info									
Desktop>1031 Phase									
Desktop>1031 Properties									
Desktop>1031 Rules & Requirements									
Desktop>1031: Exact									
Desktop>DST-Tic									
Desktop>NNN For Sale									
Desktop>NNN Properties									
All drafts	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost
All experiments	\$2,000.00/day				6,905	312,999	2.21%	\$3.74	\$25,853.33
Campaign groups	\$100.00/day	Eligible	Search Network only	All features	1,710	42,559	4.02%	\$5.75	\$9,835.10
Shared library	\$50.00/day	Eligible	Search Network only	All features	617	15,434	4.00%	\$1.95	\$1,203.99
Bulk operations	\$100.00/day	Eligible	Search	All	550	28,786	1.91%	\$4.89	\$2,687.23
Labels									

OPTIMIZATION TIMELINE (FIRST 7 DAYS)

Campaign	Budget	Status	+ Clicks	+ Impr.	+ CTR	+ Avg. CPC	+ Avg. Pos.	+ Cost	Conversions			Cost / conv.				
									9/4/17 - 9/10/17	8/28/17 - 9/3/17	Change	Change (%)	9/4/17 - 9/10/17	8/28/17 - 9/3/17	Change	Change (%)
Mobile >NNN Properties	\$50.00/day	Eligible	5	294	1.70%	\$2.52	4.7	\$12.58	1.00	0.00	1.00	∞	\$12.58	\$0.00	\$12.58	∞
Mobile >NNN: Phase	\$50.00/day	Eligible	19	1,304	1.46%	\$3.38	3.4	\$64.17	1.00	2.00	-1.00	-50.00%	\$64.17	\$44.14	\$20.03	45.38%
Mobile>1031: Exact	\$50.00/day	Eligible	16	1,794	0.89%	\$3.43	4.7	\$54.94	0.00	2.00	-2.00	-100.00%	\$0.00	\$57.18	-\$57.18	-100.00%
Desktop>1031 Companies-Opt	\$50.00/day	Eligible	0	9	0.00%	\$0.00	4.1	\$0.00	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%
Desktop>1031 Properties - Opt	\$100.00/day	Eligible	10	497	2.01%	\$4.92	4.2	\$49.17	3.00	0.00	3.00	∞	\$16.39	\$0.00	\$16.39	∞
Total - all enabled campaigns			338	24,125	1.40%	\$4.02	3.4	\$1,359.53	21.00	6.00	15.00	250.00%				
Total - all experiments			0	10	0.00%	\$0.00	1.9	\$0.00	0.00	1.00	-1.00	-100.00%				
Total - all campaigns	\$1,580.00/day		346	24,536	1.41%	\$4.07	3.4	\$1,409.67	21.00	7.00	14.00	200.00%				
Total - Search			346	24,536	1.41%	\$4.07	3.4	\$1,409.67	21.00	7.00	14.00	200.00%				
Total - Display			0	0	0.00%	\$0.00	0.0	\$0.00	0.00	0.00	0.00	0.00%				

Industries We Serve

**Government**

Public Sector & Organizations

**Healthcare & Wellness**

Clinics, Spas & Nutrition

**Dentistry**

Dental & Cosmetic Practices

**Insurance**

Life, Health & General

**Real Estate**

Development & Sales

**E-commerce**

Online Retail & Dropshipping

**Finance & Trading**

Stocks, Crypto & Advisors

**SaaS & Software**

B2B Technology Solutions

**Automotive**

Services & Dealerships

**Restaurants**

Dining & Hospitality

**Home Improvement**

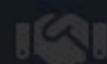
Renovation & Tech

**Beauty**

Cosmetics & Personal Care

Our Approach to Winning SEM

1 Discover & Align



Identify business goals, Ideal Customer Profile (ICP), and unique value propositions.

2 Research



Deep dive into high-intent keywords, audience segmentation, and competitor analysis.

3 Structure



Build granular campaigns, ad groups, and compelling assets (SKAG/Theme-based).

4 Launch & Track



Go-live with rigorous QA, GA4 setup, and Enhanced Conversions tracking.

5 Optimize



Continuous A/B testing, bid adjustments, budget allocation, and CRO.

6 Scale



Expand via Performance Max, YouTube, Remarketing, and new geographic targets.

 **Transparency Promise:** All clients receive detailed weekly reporting, live dashboard access, and a clear roadmap for future growth.

Why Choose Glimmers Point?



Proven Multi-Industry Results

Extensive portfolio managing 27+ accounts across diverse sectors including Government, Real Estate, and E-commerce with measurable success.



Performance-First ROI Focus

We prioritize your bottom line, targeting specific CPA goals and achieving ROAS of up to 412%+ through precision targeting.



Rapid Optimization

Delivering significant improvements within the first 7-14 days of account takeover through aggressive restructuring and bid management.



Full-Funnel Capabilities

Comprehensive expertise covering Google Search, Shopping, Display, YouTube, and Performance Max to capture demand at every stage.



Data-Driven Experimentation

Continuous A/B testing and granular reporting via GA4 and custom dashboards to uncover growth opportunities and minimize waste.



Collaborative Partnership

We act as an extension of your team with proactive communication, transparent reporting, and strategic alignment to your business goals.

Results That Speak

+355%

Conversions

ARC Government Project

-58%

CPA Reduction

Managed Real Estate (7 Days)

412%

ROAS

Bosisto's E-commerce

\$25-60

Cost Per Lead

Real Estate Portfolio Avg.

+2k%

Search Improvement

GoFutures Finance

+250%

Conversions

Managed Real Estate

的成功故事可视化





Glimmers Point
A Solution of Web

LET'S GROW WITH GOOGLE ADS

Turn clicks into customers and scale your business today.

Book a Discovery Call →

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