

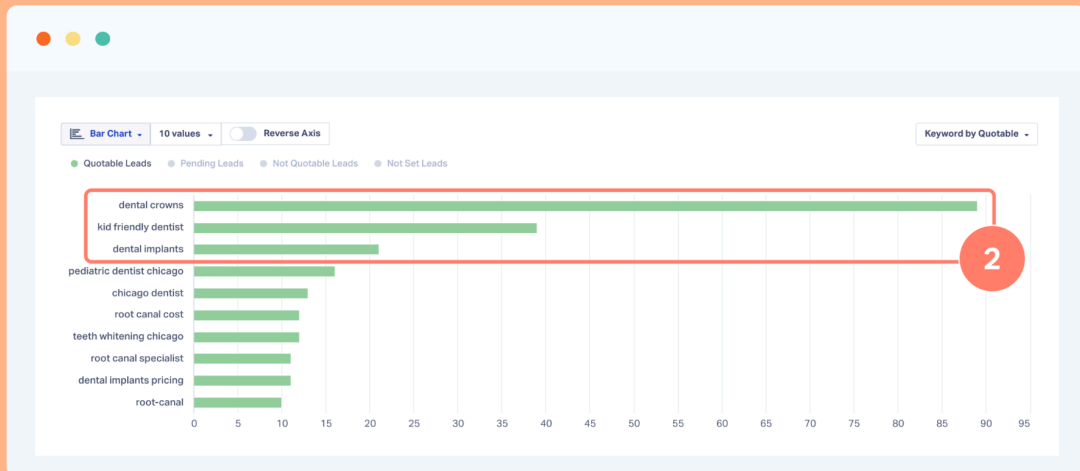
HOW-TO GUIDE

Scale Your Business

1

Justify Expanding to New Channels – Example: Target Organic Keywords

Success in paid search reveals opportunities to **expand into organic search** with **proven keywords**.



1. Open the **Quotable Leads by Keyword** report

2. Identify keywords proven to attract valuable leads
3. Use this reporting to justify targeting these keywords organically with SEO

2 Eliminate or Add Campaigns to Channels



Use the **Quotable by Source** report to see which channels generated the most high-value leads.

1. Eliminate campaigns from Bing Ads as it generates the **highest**

percentage of Not Quotable Leads

2. Add new Facebook Ad campaigns as it produces **only Quotable Leads**