



# SelecTrucks Marketing Report

November 2023

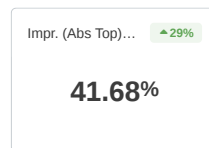
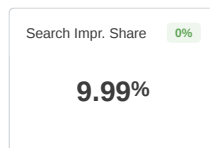
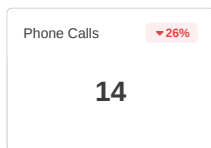
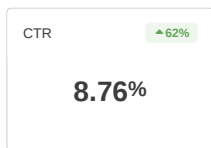
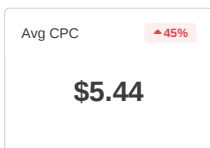
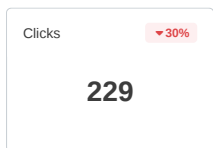
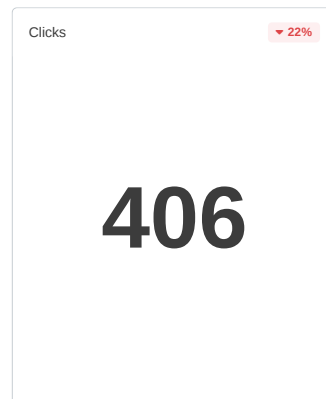
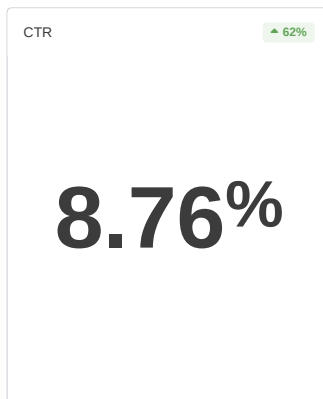
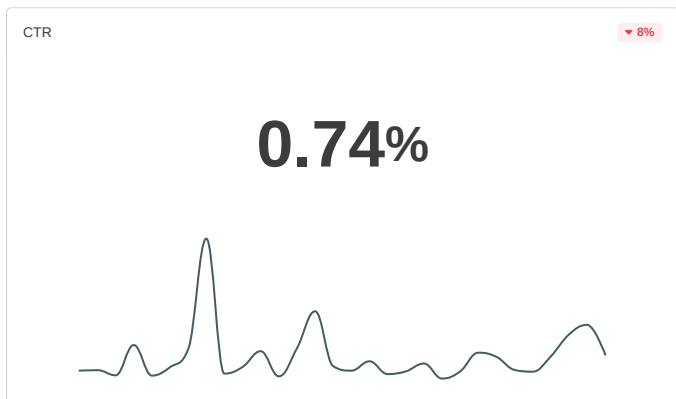
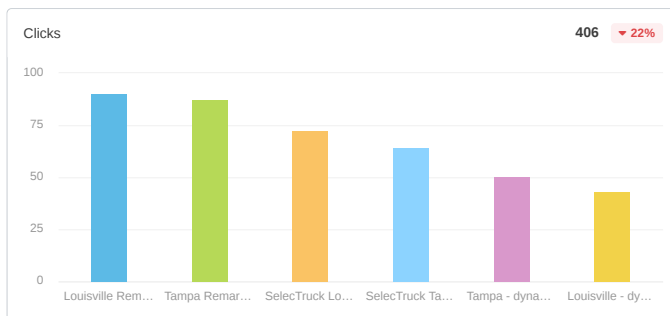
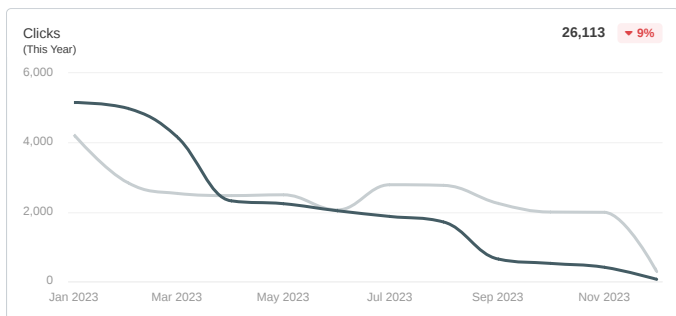
SelecTrucks

<https://selectrucks.com>

## Table of Contents

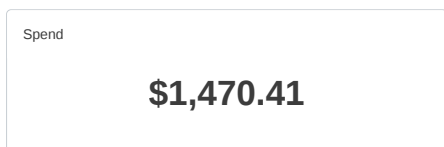
Google Ads Account Overview	3
CHARLOTTE 1/2	4
CHARLOTTE 2/2	5
CLEVELAND 1/2	6
CLEVELAND 2/2	7
LOUISVILLE 1/2	8
LOUISVILLE 2/2	9
NEW ENGLAND BOSTON 1/2	10
NEW ENGLAND BOSTON 2/2	11
TAMPA 1/2	12
TAMPA 2/2	13

## Google Ads Account Overview

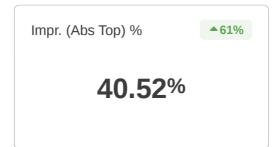
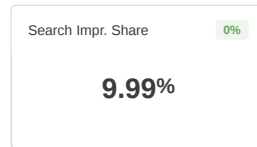
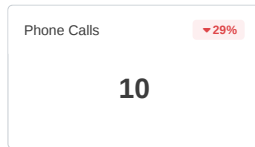
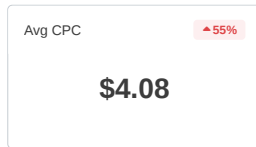
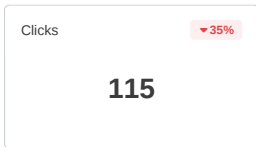
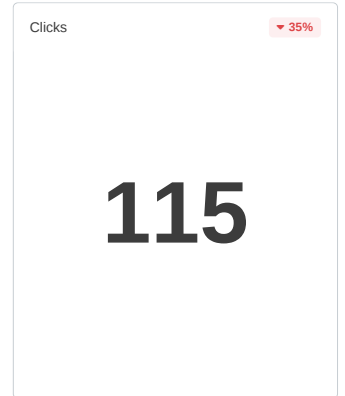
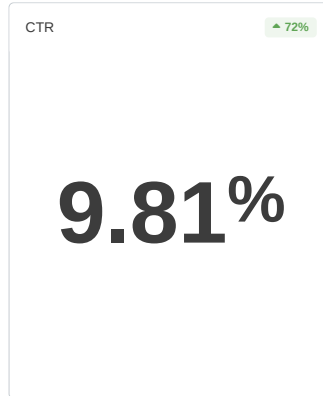
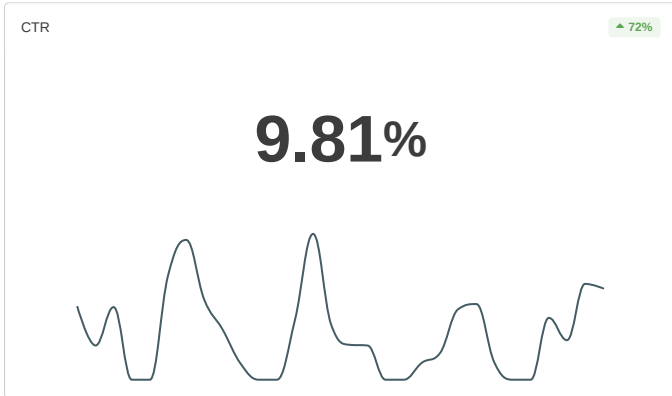
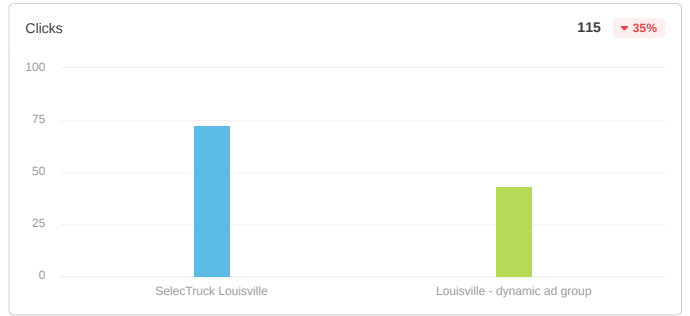
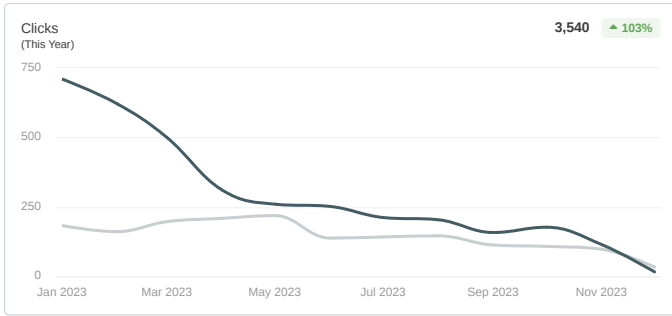


Showing 6 of 6 Rows

AD GROUP▲	CAMPAIGN	IMPRESSIONS	CLICKS	CTR	AVG CPC
<a href="#">Louisville - dynamic ad group</a>	Louisville Adwords	126	43	34.13%	\$1.34
<a href="#">Louisville Remarketing</a>	Louisville Retargeting	26,682	90	0.34%	\$1.10
<a href="#">SelecTruck Louisville</a>	Louisville Adwords	1,046	72	6.88%	\$5.72
<a href="#">SelecTruck Tampa</a>	Tampa Adwords	861	64	7.43%	\$8.98
<a href="#">Tampa - dynamic ad group</a>	Tampa Adwords	582	50	8.59%	\$4.01
<a href="#">Tampa Remarketing</a>	Tampa Retargeting	25,895	87	0.34%	\$1.13

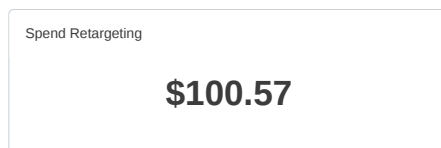
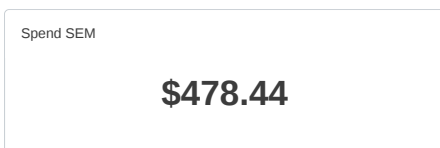


## LOUISVILLE 1/2



Showing 3 of 3 Rows

AD GROUP▲	CAMPAIGN	IMPRESSIONS	CLICKS	CTR	AVG CPC
<a href="#">Louisville - dynamic ad group</a>	Louisville Adwords	126	43	34.13%	\$1.34
<a href="#">Louisville Remarketing</a>	Louisville Retargeting	26,682	90	0.34%	\$1.10
<a href="#">SelecTruck Louisville</a>	Louisville Adwords	1,046	72	6.88%	\$5.72



## LOUISVILLE 2/2

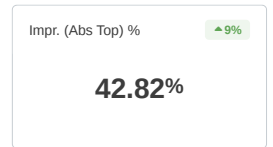
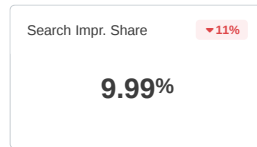
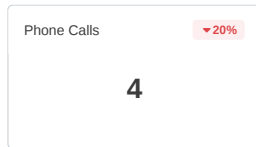
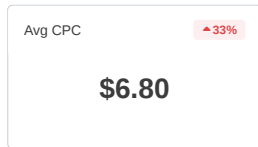
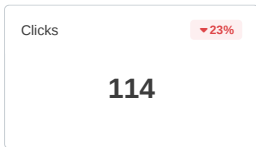
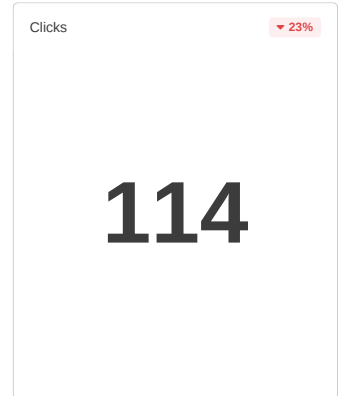
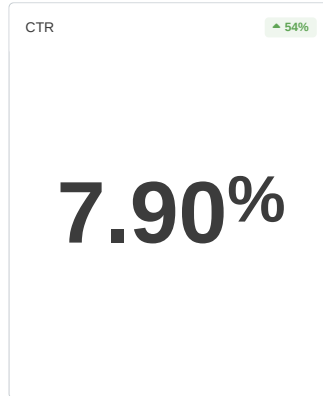
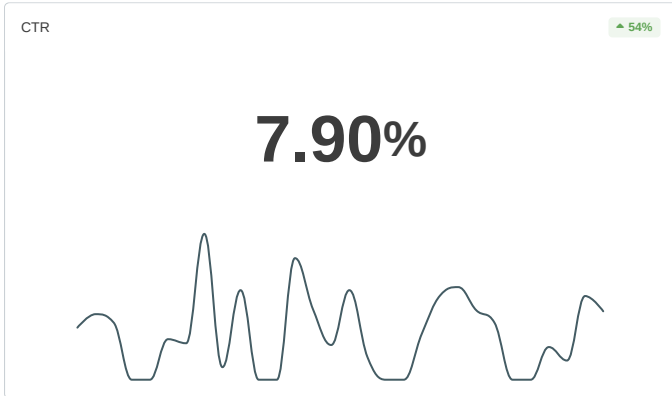
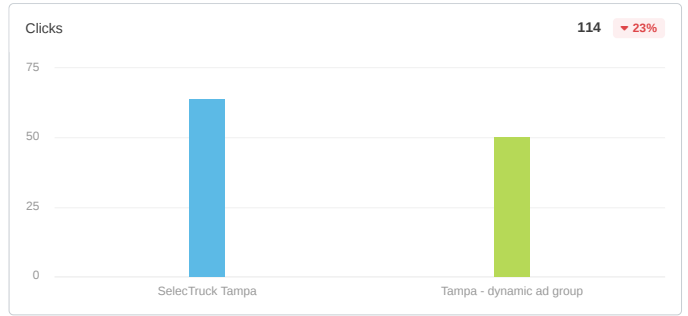
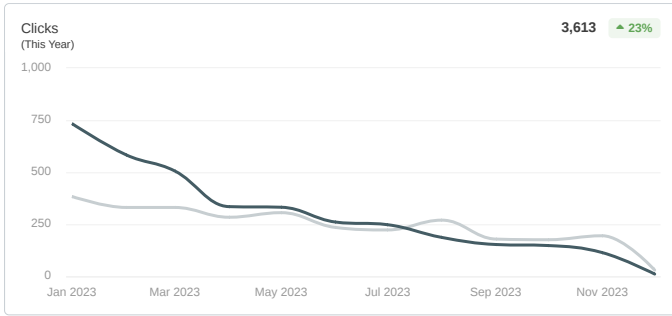
Showing 50 of 368 Rows

SEARCH TERM	AD GROUP	IMPRESSIONS	CLICKS	AVG CPC
select truck	Louisville - dynamic ad group	27	16	\$1.99
select truck sales	SelecTruck Louisville	14	10	\$1.14
selecttrucks	Louisville - dynamic ad group	15	8	\$0.64
select truck louisville kentucky	SelecTruck Louisville	5	5	\$3.60
select trucks louisville kentucky	SelecTruck Louisville	8	5	\$1.85
select trucks	SelecTruck Louisville	6	4	\$0.38
selecttrucks of louisville	Louisville - dynamic ad group	6	4	\$0.24
select trucks louisville ky	SelecTruck Louisville	3	3	\$2.55
freightliner louisville kentucky	SelecTruck Louisville	2	2	\$7.55
international truck dealer near me	SelecTruck Louisville	6	2	\$4.34
select truck louisville kentucky	Louisville - dynamic ad group	1	2	\$3.10

Showing 32 of 32 Rows

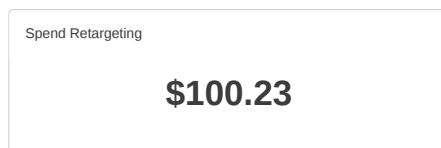
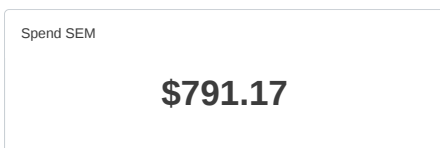
KEYWORD	AD GROUP	IMPRESSIONS	CLICKS	AVG CPC
"commercial truck dealers"	SelecTruck Louisville	405	37	\$5.78
"commercial truck sales"	SelecTruck Louisville	145	16	\$1.88
"commercial truck dealerships"	SelecTruck Louisville	16	3	\$8.68
"Semi truck dealers"	SelecTruck Louisville	45	3	\$7.18
"peterbilt trucks for sale"	SelecTruck Louisville	30	2	\$5.25
"international truck for sale"	SelecTruck Louisville	92	2	\$16.73
"freightliner sale"	SelecTruck Louisville	113	2	\$9.78
"volvo semi truck dealer"	SelecTruck Louisville	20	2	\$21.12
"pre owned trucks near me"	SelecTruck Louisville	6	2	\$0.88
"semi tractors"	SelecTruck Louisville	22	2	\$4.34
"international truck sales"	SelecTruck Louisville	32	1	\$3.68

## TAMPA 1/2



Showing 3 of 3 Rows

AD GROUP▲	CAMPAIGN	IMPRESSIONS	CLICKS	CTR	AVG CPC
<a href="#">SelecTruck Tampa</a>	Tampa Adwords	861	64	7.43%	\$8.98
<a href="#">Tampa - dynamic ad group</a>	Tampa Adwords	582	50	8.59%	\$4.01
<a href="#">Tampa Remarketing</a>	Tampa Retargeting	25,895	87	0.34%	\$1.13



## TAMPA 2/2

Showing 50 of 418 Rows

SEARCH TERM	AD GROUP	IMPRESSIONS	CLICKS	AVG CPC
select truck	Tampa - dynamic ad group	26	17	\$2.44
selecttrucks	Tampa - dynamic ad group	5	4	\$2.79
select trucks mcdonough	Tampa - dynamic ad group	3	3	\$5.94
truck for sale	Tampa - dynamic ad group	336	3	\$3.00
bulldog truck sales down payment	SelecTruck Tampa	1	2	\$6.02
peterbilt dealer near me	SelecTruck Tampa	3	2	\$18.50
semi trucks for sale	SelecTruck Tampa	15	2	\$4.44
select trucks tampa	Tampa - dynamic ad group	1	2	\$1.94
2019 kenworth t680	SelecTruck Tampa	2	1	\$2.00
2020 freightliner cascadia for sale	SelecTruck Tampa	4	1	\$1.44
2023 freightliner cascadia	SelecTruck Tampa	2	1	\$3.82

Showing 27 of 27 Rows

KEYWORD	AD GROUP	IMPRESSIONS	CLICKS	AVG CPC
"semi truck sale"	SelecTruck Tampa	243	18	\$7.18
"commercial truck for sale"	SelecTruck Tampa	183	14	\$8.12
"Semi truck dealers"	SelecTruck Tampa	109	12	\$17.39
"big rig for sale"	SelecTruck Tampa	28	5	\$2.51
"Semi truck dealers near me"	SelecTruck Tampa	62	4	\$12.97
"Semi trucks for sale"	SelecTruck Tampa	54	3	\$4.29
"Used semi trucks for sale"	SelecTruck Tampa	28	3	\$4.29
"Buy used semi truck"	SelecTruck Tampa	34	2	\$2.55
[truckpaper]	SelecTruck Tampa	4	1	\$1.54
[commercial truck trader]	SelecTruck Tampa	4	1	\$5.32
"Volvo semi for sale"	SelecTruck Tampa	29	1	\$21.26