

# CHIMERA

MARKETING & ADVERTISEMENT

[www.thechimeramarketing.com](http://www.thechimeramarketing.com)

A person's hands are shown holding a glowing rectangular object behind vertical blinds. The scene is dimly lit, with the primary light source being the glowing object. The text 'PPC PORTFOLIO' is overlaid in white, bold, sans-serif font in the center of the image.

# PPC PORTFOLIO

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## ABOUT

The Chimera Marketing is a full-service 360° digital marketing agency based in **Anaheim, California**, specializing in scalable revenue growth and long-term customer retention strategies.

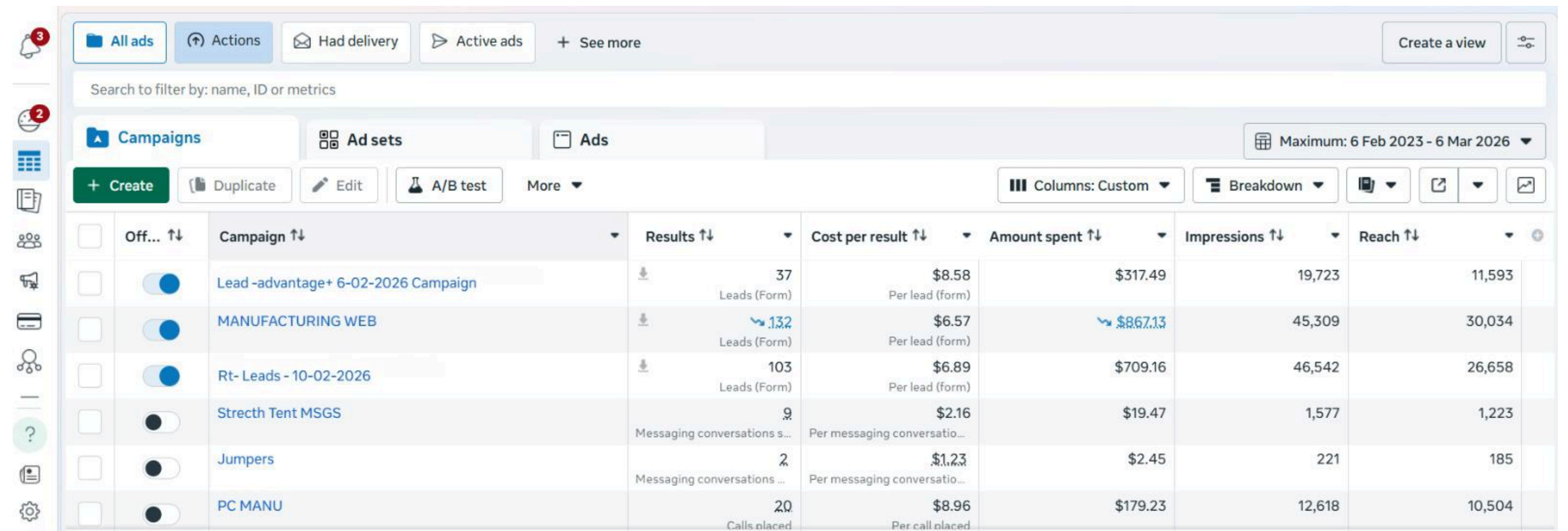
At Chimera Marketing, we believe growing a business shouldn't require hiring a full in-house team or paying agency retainers that drain your budget. That's why we're launching a smarter, more flexible approach giving businesses access to dedicated, high-quality creative resources on an hourly basis at a fraction of typical market costs. Our Design Portfolio reflects this mission: combining strategy, creativity, and execution to deliver branding, graphics, and visual solutions that elevate your presence without inflating your expenses. With Chimera Marketing, you gain a reliable extension of your team, skilled professionals focused on delivering impactful design and measurable value, exactly when you need it.

## WHERE WE CAN HELP

- Launch and manage high-performing PPC campaigns
- Google Ads and Meta Ads campaign setup
- Reddit Ads campaign setup and targeting
- Pinterest Ads campaign setup and creative strategy
- TikTok Ads campaign setup and audience targeting
- Keyword research and audience targeting
- Ad copywriting and creative strategy
- Landing page optimization for better conversions
- Campaign monitoring and performance optimization
- Budget management and bid strategy
- A/B testing for ads and creatives
- Conversion tracking and analytics setup
- Detailed performance reporting and insights

# Meta Ads Framework

Through strategic campaign structuring and data-driven optimization, generated 270+ qualified leads with a cost per lead as low as \$6.57. Our campaigns reached 30,000+ potential customers and delivered 45,000+ impressions, significantly improving brand visibility and lead acquisition. By combining lead generation, messaging, and call campaigns, we created a complete conversion funnel that consistently produced measurable results while maintaining efficient budget utilization.

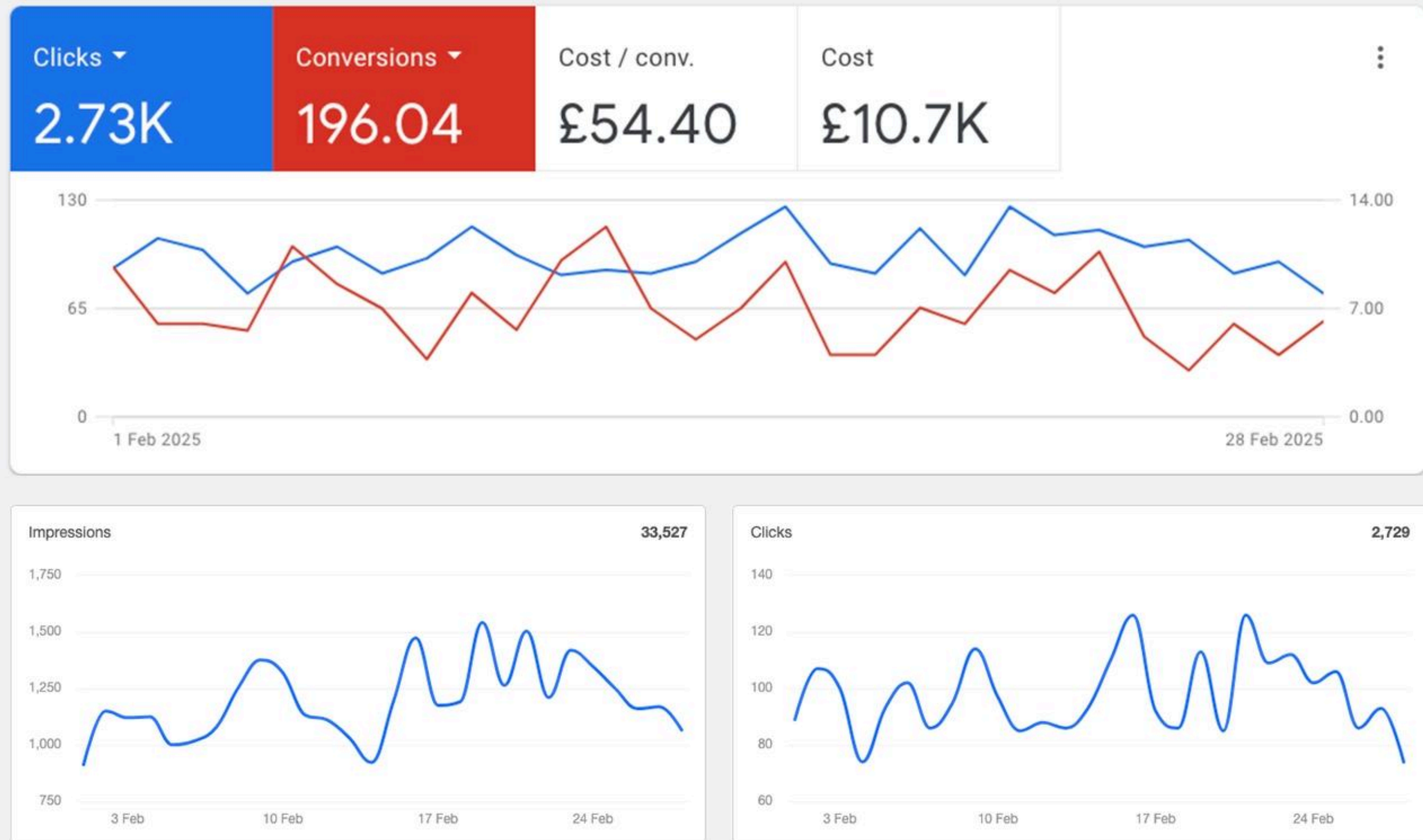


The screenshot displays the Meta Ads Manager interface with a table of campaign performance metrics. The table includes columns for Campaign, Results, Cost per result, Amount spent, Impressions, and Reach. The 'MANUFACTURING WEB' campaign is highlighted, showing 132 leads for a cost of \$6.57 per lead, with 45,309 impressions and 30,034 reach.

Off...	Campaign	Results	Cost per result	Amount spent	Impressions	Reach
<input type="checkbox"/>	Lead -advantage+ 6-02-2026 Campaign	37 Leads (Form)	\$8.58 Per lead (form)	\$317.49	19,723	11,593
<input checked="" type="checkbox"/>	MANUFACTURING WEB	132 Leads (Form)	\$6.57 Per lead (form)	\$867.13	45,309	30,034
<input type="checkbox"/>	Rt- Leads - 10-02-2026	103 Leads (Form)	\$6.89 Per lead (form)	\$709.16	46,542	26,658
<input type="checkbox"/>	Strecth Tent MSGS	9 Messaging conversations s...	\$2.16 Per messaging conversatio...	\$19.47	1,577	1,223
<input type="checkbox"/>	Jumpers	2 Messaging conversations ...	\$1.23 Per messaging conversatio...	\$2.45	221	185
<input type="checkbox"/>	PC MANU	20 Calls placed	\$8.96 Per call placed	\$179.23	12,618	10,504

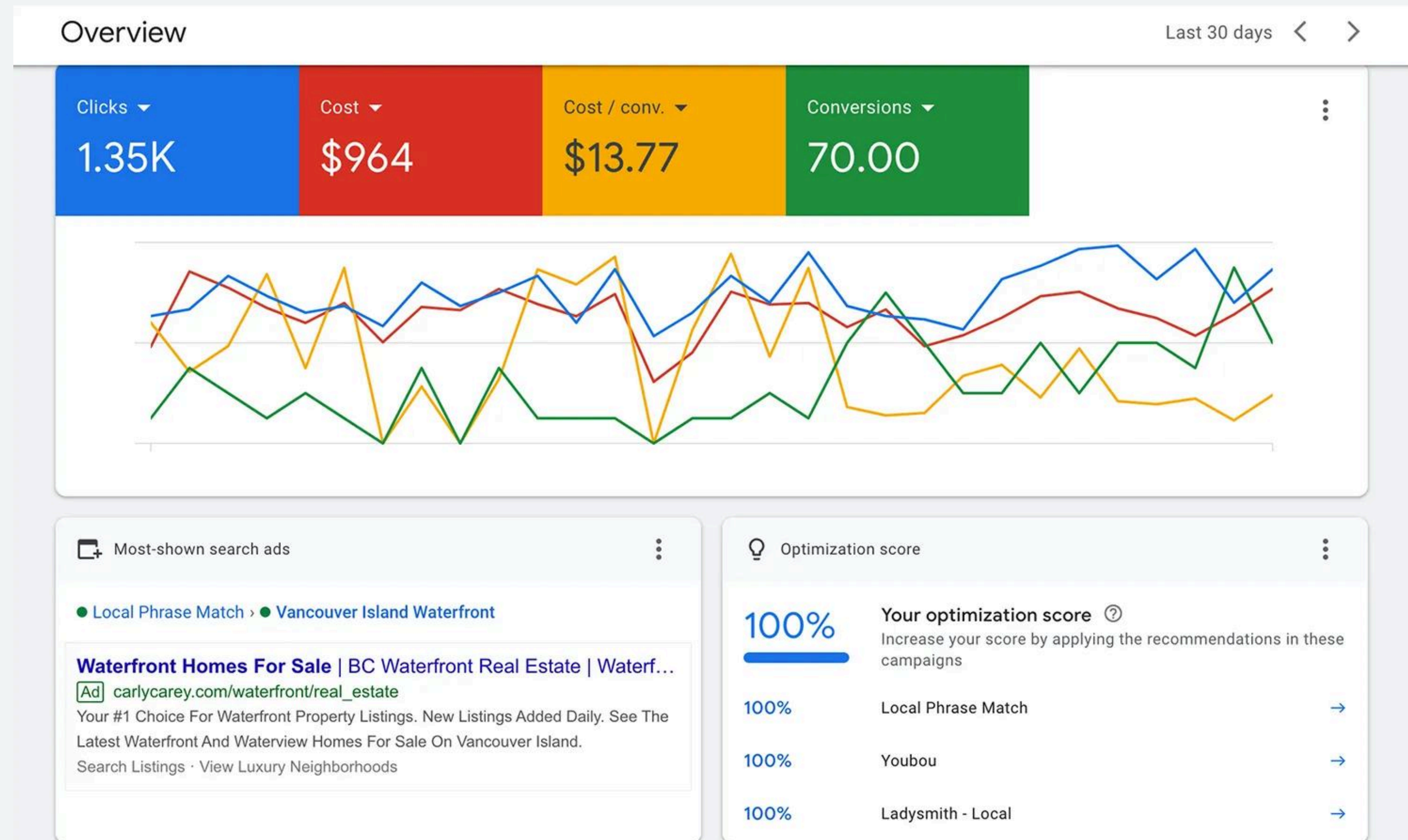
# Google Ads Framework

With the right strategic planning and continuous analysis of real-time data from Google Search Console and advertising insights, it is possible to achieve strong and sustainable results. By focusing on key performance metrics such as cost-effective lead acquisition, strong campaign reach and visibility, data-driven campaign optimization, budget efficiency with performance scaling, and strategic audience targeting, we create highly optimized campaigns.



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# Conversion Tracking Implementation

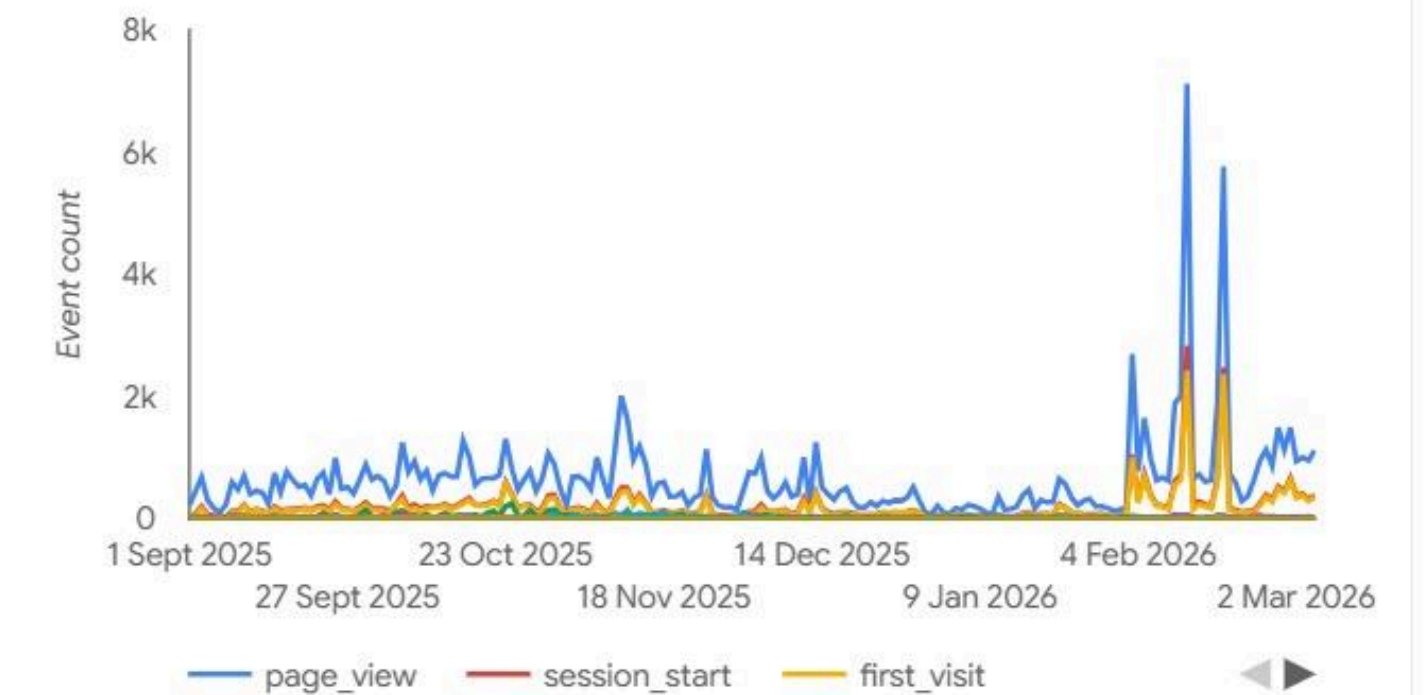
We implemented a comprehensive GA4 conversion tracking framework to monitor key user interactions across the client's Shopify store, including page views, form submissions, scroll depth, and search behavior. This enabled accurate performance attribution, improved campaign optimization, and provided actionable insights for data-driven PPC decision making.

## Google Analytics 4 Report

Royal Tent USA - Shopify Website | 1 Sept 2025 - 5 Mar 2026

### Conversions

Event name	Conversions	% Conversions	Active users
page_view	122,178	57.3%	34,840
session_start	39,968	18.7%	34,439
first_visit	34,845	16.3%	34,289
scroll	7,794	3.7%	6,040
form_start	4,129	1.9%	1,628
Landing_Page_RoyalTent_...	1,498	0.7%	426
form_submit	1,265	0.6%	848
contact_form	1,050	0.5%	461
search	248	0.1%	166



# Performance Optimization Framework

We refined the client's ad messaging and landing page alignment to better match high-intent search queries, resulting in improved user engagement and click-through rates. This strategic optimization helped reduce cost-per-click while enhancing overall conversion performance across active PPC campaigns.

## 1. IMPROVING AD RELEVANCE

Enhance ads that match the high-value keywords' intent to achieve better when the ad is placed and CTR.

## 2. IMPROVE USER ENGAGEMENT

Make landing pages frictionless in order to enhance conversion rates and revenue.

## 3. LOWER CPC AND INCREASE ROI

Improved ad and landing page relevance results in lower CPC.

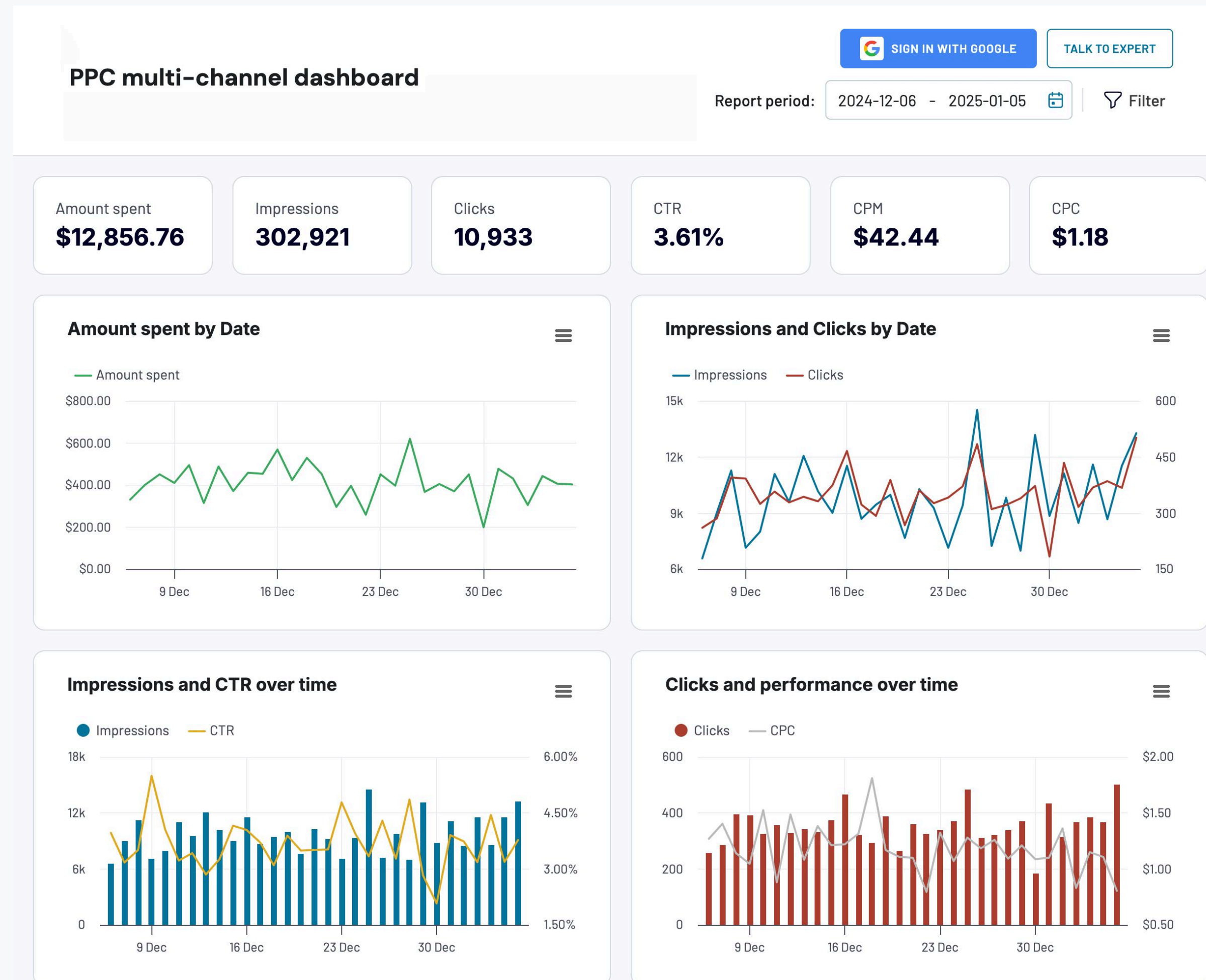
## 4. INCREASE CONVERSIONS

With better-written ads, lower cost per click, and optimized landing pages, conversions should increase.

# PPC Multi-Channel Dashboard

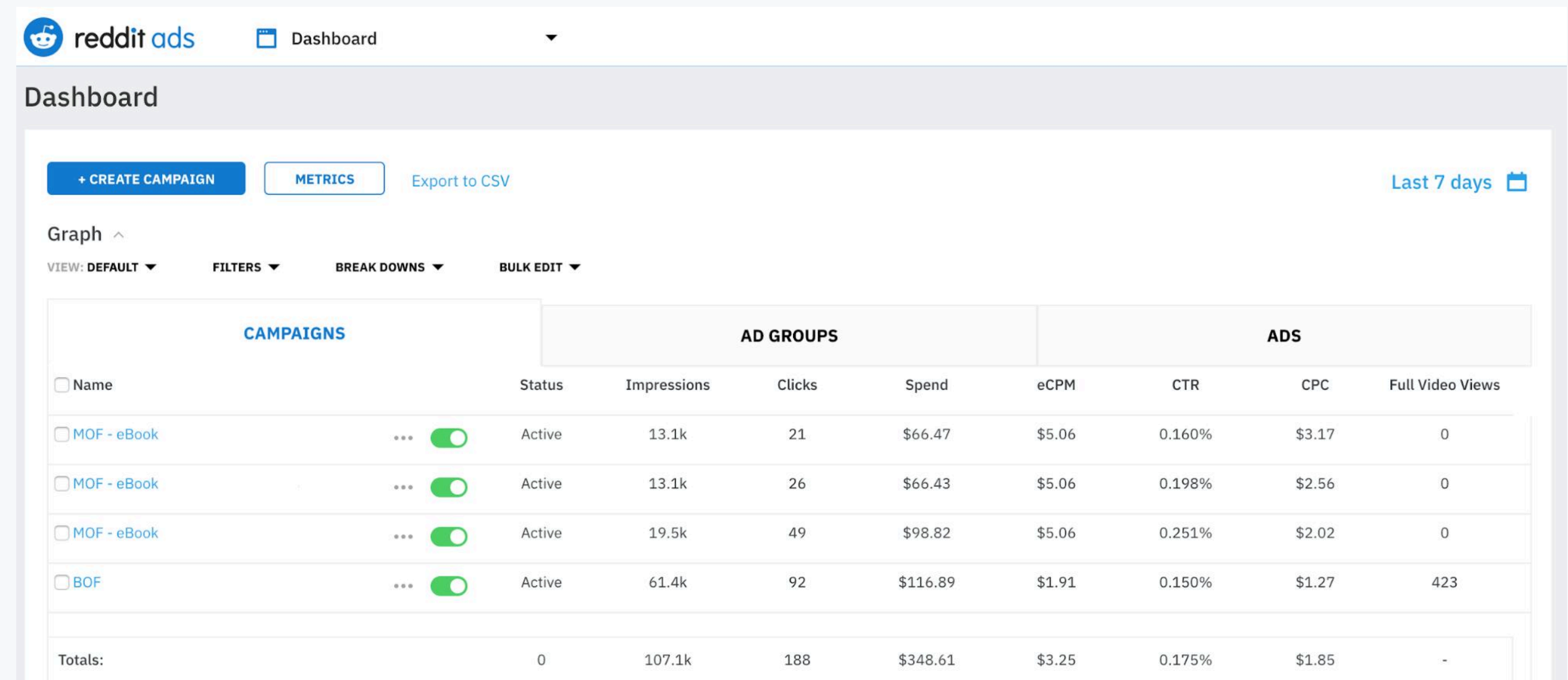
We developed a centralized multi-channel PPC reporting dashboard to monitor campaign spend, engagement metrics, and cost efficiency across active advertising platforms.

This enabled the client to track real-time performance trends, optimize budget allocation, and make data-driven decisions to improve overall campaign ROI.



# Reddit Ads Dashboard

We planned, executed, and optimized Reddit Ads campaigns through structured funnel segmentation and performance tracking across key metrics including impressions, CTR, CPC, and conversions. Using audience targeting, budget allocation strategies, and ongoing A/B testing, we managed multi-level campaign ad groups to improve engagement rates and maximize ROI for lead generation and digital product promotion.

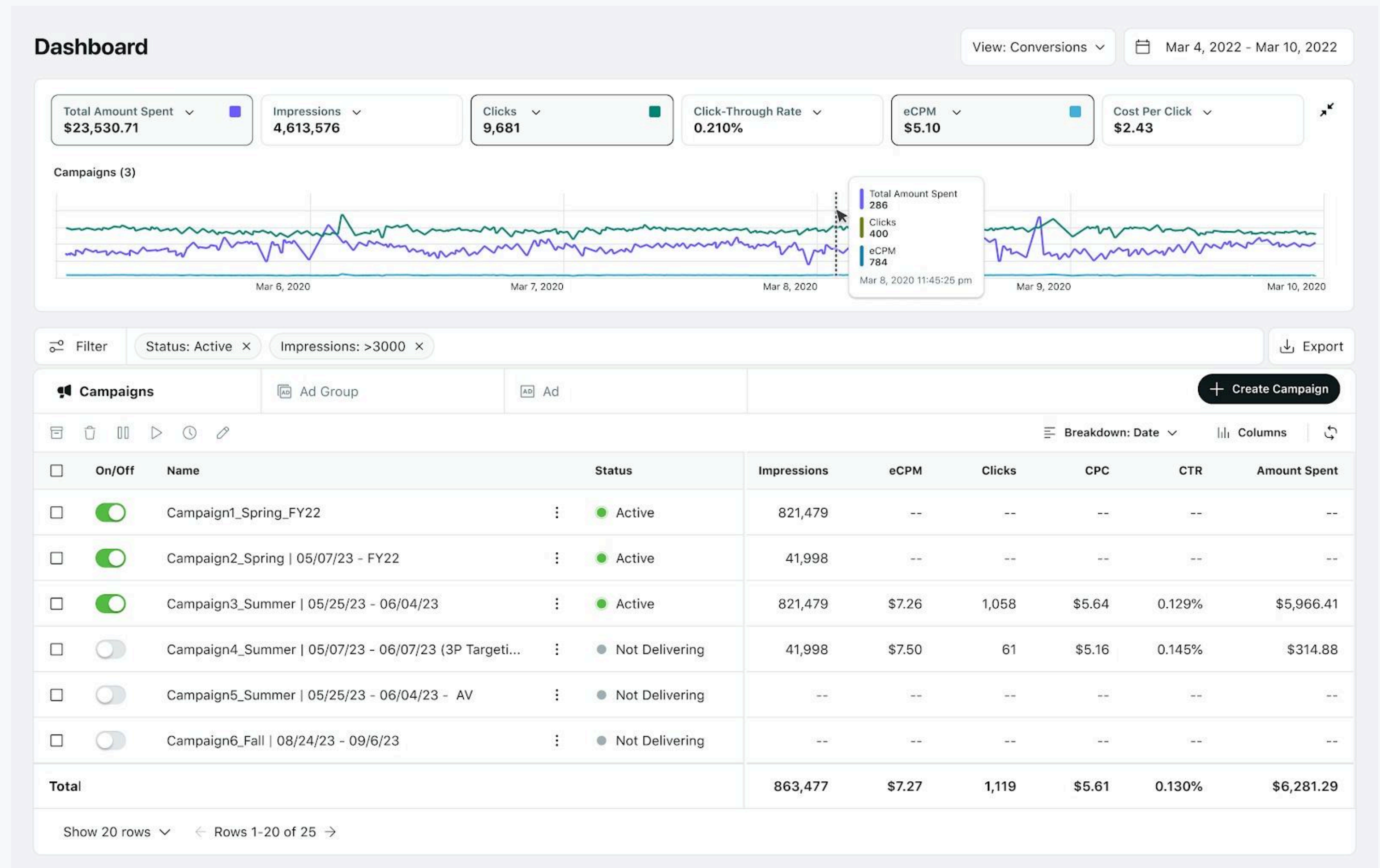


The screenshot displays the Reddit Ads Dashboard interface. At the top, there is a navigation bar with the Reddit logo, the text "reddit ads", and a "Dashboard" dropdown menu. Below this, the main content area is titled "Dashboard" and includes a "+ CREATE CAMPAIGN" button, a "METRICS" button, and an "Export to CSV" link. A date selector shows "Last 7 days". The main section is labeled "Graph" and contains a table with columns for "CAMPAIGNS", "AD GROUPS", and "ADS". The table lists four active campaigns: "MOF - eBook" (three instances) and "BOF". Each row includes a checkbox, a menu icon, a toggle switch, and columns for Name, Status, Impressions, Clicks, Spend, eCPM, CTR, CPC, and Full Video Views. A "Totals" row is at the bottom.

CAMPAIGNS			AD GROUPS				ADS			
<input type="checkbox"/> Name		Status	Impressions	Clicks	Spend	eCPM	CTR	CPC	Full Video Views	
<input type="checkbox"/> MOF - eBook	...	<input checked="" type="checkbox"/>	Active	13.1k	21	\$66.47	\$5.06	0.160%	\$3.17	0
<input type="checkbox"/> MOF - eBook	...	<input checked="" type="checkbox"/>	Active	13.1k	26	\$66.43	\$5.06	0.198%	\$2.56	0
<input type="checkbox"/> MOF - eBook	...	<input checked="" type="checkbox"/>	Active	19.5k	49	\$98.82	\$5.06	0.251%	\$2.02	0
<input type="checkbox"/> BOF	...	<input checked="" type="checkbox"/>	Active	61.4k	92	\$116.89	\$1.91	0.150%	\$1.27	423
Totals:			0	107.1k	188	\$348.61	\$3.25	0.175%	\$1.85	-

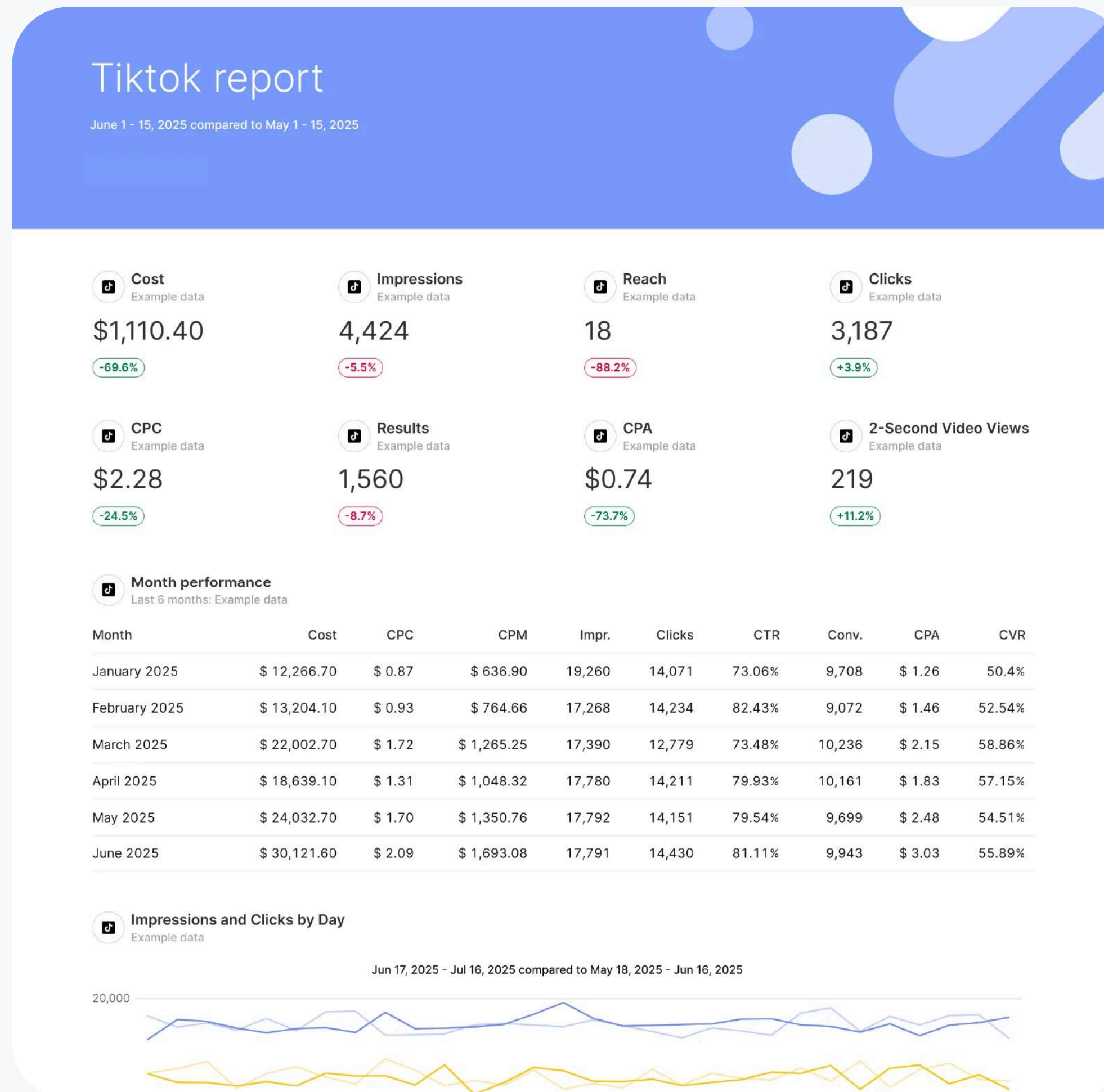
# Reddit Ads Dashboard

We monitored and optimized active Reddit Ads campaigns through performance dashboards, analyzing key metrics such as impressions, clicks, CTR, eCPM, and CPC to refine campaign efficiency. By implementing data-driven budget allocation, audience targeting, and continuous performance optimization, we improved engagement consistency and campaign delivery across multiple seasonal advertising initiatives.



# Tiktok Ads Dashboard

We managed and analyzed TikTok advertising campaigns through performance reporting dashboards, tracking key metrics including impressions, reach, CPC, CPA, clicks, and video views. By implementing data-driven optimization strategies and monthly performance analysis, we improved campaign efficiency, conversion rates, and audience engagement across paid social media initiatives.



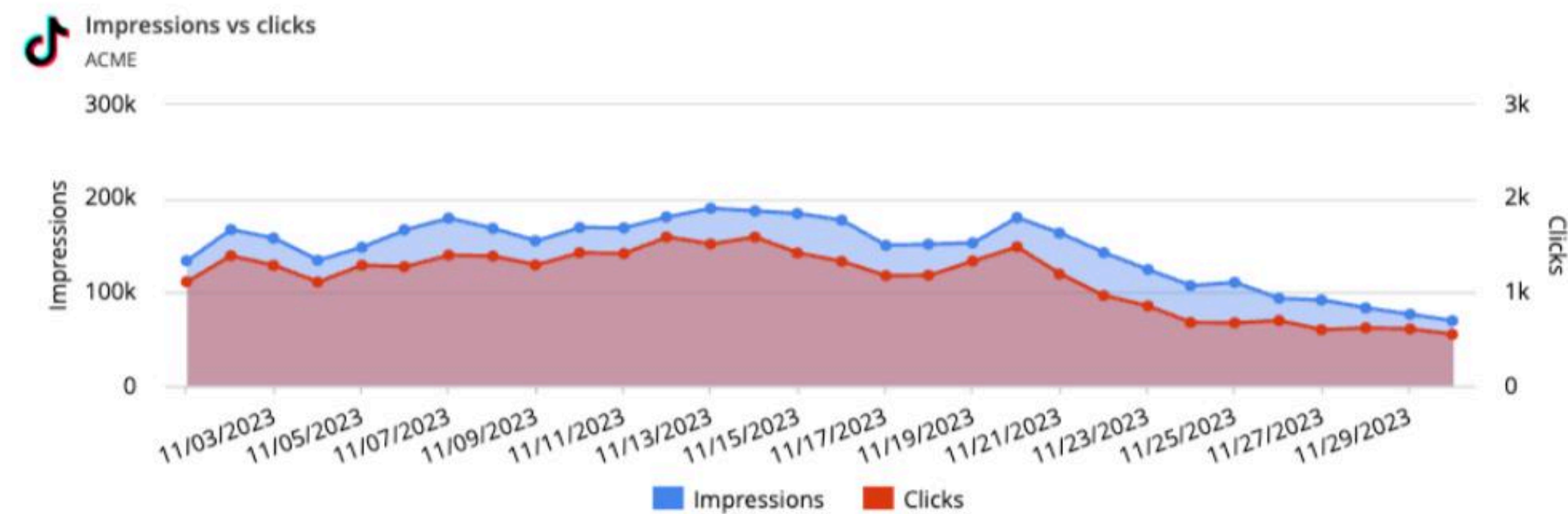
# TikTok Ads Dashboard

We tracked and evaluated TikTok Ads campaign performance through detailed analytics dashboards, focusing on impressions, CTR, reach, conversions, CPC, and overall cost efficiency. By continuously analyzing click behavior and campaign spend, we implemented optimization strategies that enhanced conversion performance and ensured effective audience targeting across short-form video advertising campaigns.

## Summary

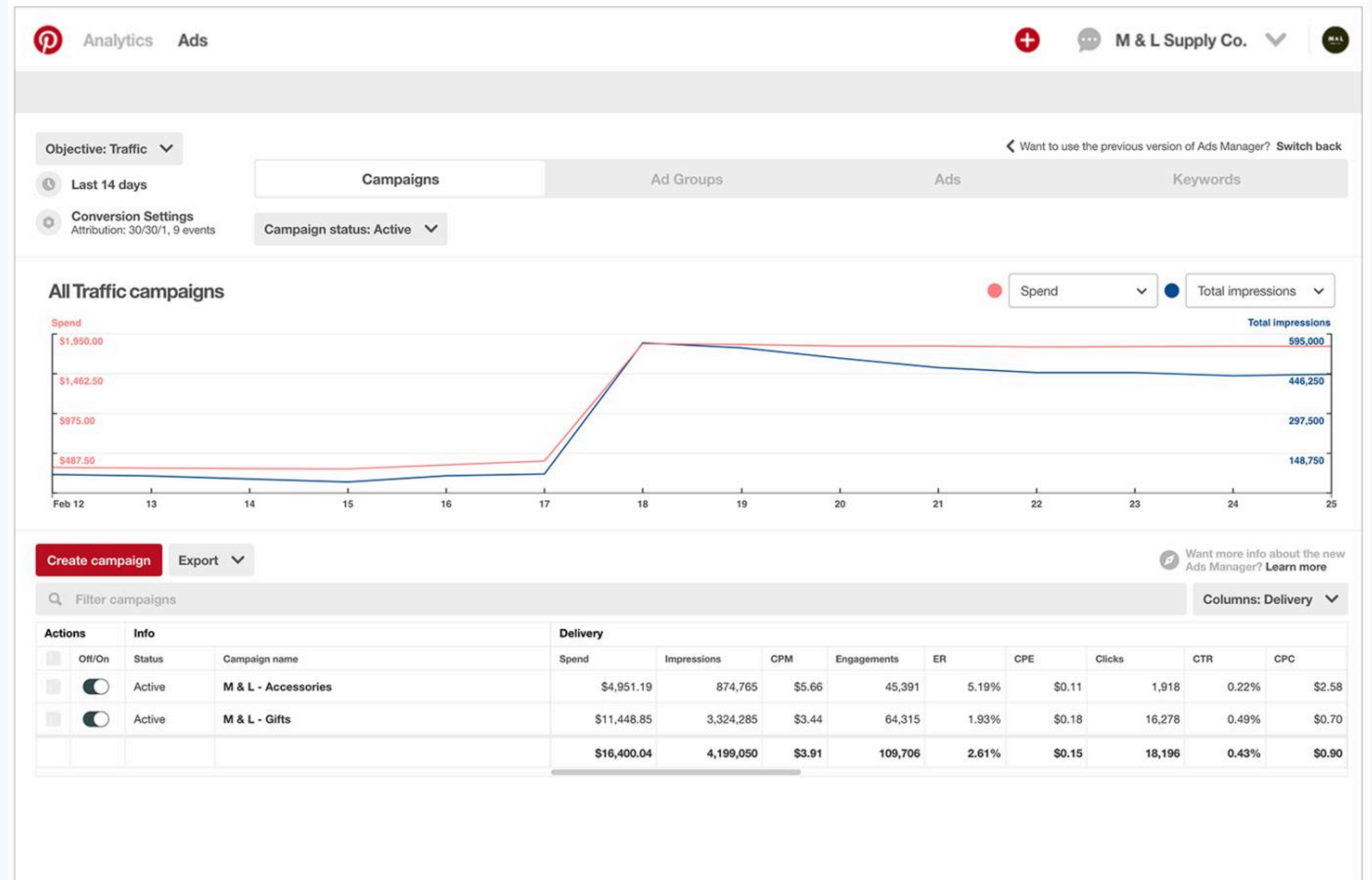
11/01/2023 - 11/30/2023

 Impressions ACME	 Clicks ACME	 CPC ACME	 Total Cost ACME
4,370,204	34,524	\$1.67	\$57,773.66
3,848,499 13.56%	32,497 6.24%	\$1.62 3.09%	\$52,665.51 9.70%
 CTR ACME	 Reach ACME	 Conversions ACME	 Cost per conversion ACME
0.79%	1,878,988	940	\$61.46
0.84% -5.95%	1,450,100 29.58%	1,105 -14.93%	\$47.66 28.96%



# Pinterest Ads Dashboard

We managed and analyzed Pinterest advertising campaigns to drive qualified traffic through strategic audience targeting and budget optimization. By monitoring key performance indicators such as impressions, engagement rates, CPC, and CPM via analytics dashboards, we implemented ongoing campaign refinements to improve traffic quality and maximize ad delivery across product-focused promotional initiatives.



# Thank You!

## Find Me!

✎ **Website**

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✎ **Instagram**

thechimeraagency