

# Law Firm Boosts Efficiency of PPC Campaign

COST-PER-LEAD REDUCED BY MORE THAN HALF



## THE PROBLEM

After spending a lot of time and money on a pay-per-click (PPC) campaign, a law firm was receiving poor results and signing no cases from the effort despite its investment.

## THE SOLUTION

The law firm became a Consultwebs client and asked the team to run its PPC campaign.



### CAMPAIGN RESULTS PRIOR

- 64 Leads
- \$19,332.22 Total Ad Spend
- \$301.77 Cost Per Lead

### CAMPAIGN RESULTS POST

- 95 Leads
- \$12,299.10 Total Ad Spend
- \$129.46 Cost Per Lead

## CONSULTWEBS FIX

The Consultwebs team performed new keyword research, created new ad groups and wrote new ad copy. The team applied a tiered bidding strategy and created a focused, paid search-specific landing page that is geared for leads. Overall, the new approach was more tightly focused, targeted and customized.

## THE RESULTS

Efficiency and effectiveness greatly improved. Cost per lead dropped from \$301 to \$129. Overall, the law firm saved more than \$7000 over 3 months, and got 43% more leads despite spending less money. Adwords quality scores rose, and the client paid less per click, on average.