



ANOTHER PPC SUCCESS STORY

**LAW**

GEO-TARGETING: MINNEAPOLIS METRO AREA



# HIGHLIGHTS

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## TALKING POINTS

- Client has **increased budget** due to happiness with leads.
- Has added **multiple services and landing pages**
- Has added **Youtube & display**
- Client has **expanded** to new office locations and we've **expanded their campaigns** with it

## RESULTS

**Average CPA is  
\$80.5  
for 6 months.**

CLIENT GOAL:

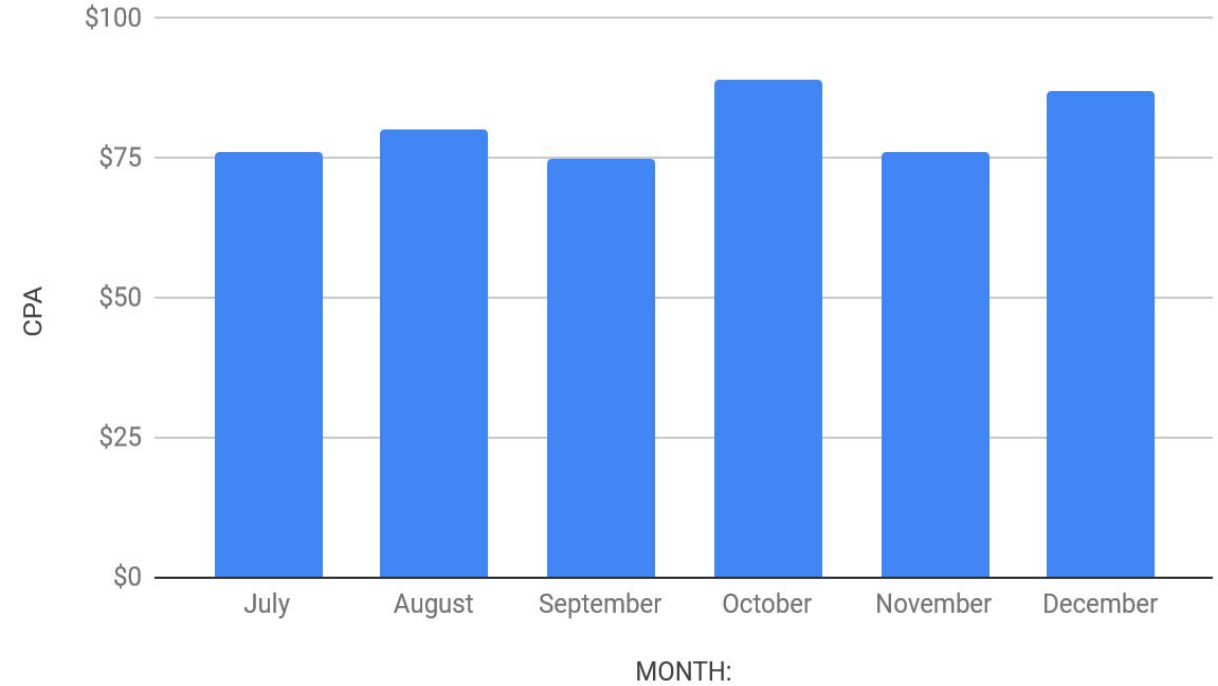
**105**  
CPA

OUR RESULTS:

**75**  
CPA after 3  
months

# PERFORMANCE DATA

CPA vs. MONTH:



<b>GOAL:</b>	<b>105 CPA</b>
<b>MONTH:</b>	<b>CPA</b>
July	\$76
August	\$80
September	\$75
October	\$89
November	\$76
December	\$87

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

## COMMENTS

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*“I would recommend IPPC. They do what they say. I feel I can trust them with my clients.”*

- Agency Partner