



ANOTHER PPC SUCCESS STORY

# LAW - PERSONAL INJURY, MEDICAL MALPRACTICE, AUTO ACCIDENT LAWYER

GEO-TARGETING: NORTHERN FLORIDA

---

# HIGHLIGHTS

---

## FIRST 90 DAYS

- Launched with a high **CTR of 2.4%**.
- Traffic was slow, especially for the first month, as it is for all new advertisers. We achieved a **lower than average CPC** for this industry.
- As with many lawyer accounts the first lead takes time, we did not receive a lead in the first 30 days but spend was minimal.

## RESULTS:

**14%**  
**Conversion**  
**Rate**

## MOST RECENT 90 DAYS

We have significantly **improved all metrics**.

We have also been able to **drive more traffic to the website** by gaining a larger impression share.

We have been able to **drive significantly more leads** for less cost per lead.

# PERFORMANCE DATA

METRIC	FIRST 30 DAYS	RECENT 30 DAYS	CHANGE
Clicks	40	92	130%
Impressions	2,136	4,411	107%
Clickthrough Rate	1.9%	2.1%	11%
Average Cost Per Click	13.62	10.39	-24%
Ad Spend	544.98	956.08	75%
Conversions	0	20	-
Conversion Rate	-	21.70%	-
Cost Per Conversion	-	47.8	-

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

---



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.