



ANOTHER RETARGETING SUCCESS STORY

Criminal Law

GEO-TARGETING: FLORIDA

HIGHLIGHTS

TALKING POINTS

- Remarketing CPA is \$68 compared to search CPA of \$439
- Retargeting was responsible for a 16% increase in leads compared to only running search ads.
- Age of account is 8 months.
- Client has given us an unlimited budget based on consistent performance over time.

CLIENT GOAL:

\$450

CPL

RESULTS

OUR RESULTS:

\$68.48

Retargeting
CPA

Average CPA is
\$387.55
across the
account as a
whole

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.

PERFORMANCE DATA

Label (Campaign) ▼	↓ Clicks ▼	Impressions ▼	CTR ▼	Avg. CPC ▼	Cost ▼	All conv. ▼	Cost / all conv. ▼
Remarketing	921	266,329	0.35%	\$0.37	\$342.38	5.00	\$68.48
Search	155	9,363	1.66%	\$87.80	\$13,609.34	31.00	\$439.01

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