



ANOTHER PPC SUCCESS STORY

LAW

GEO-TARGETING: MINNEAPOLIS METRO AREA



HIGHLIGHTS

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:

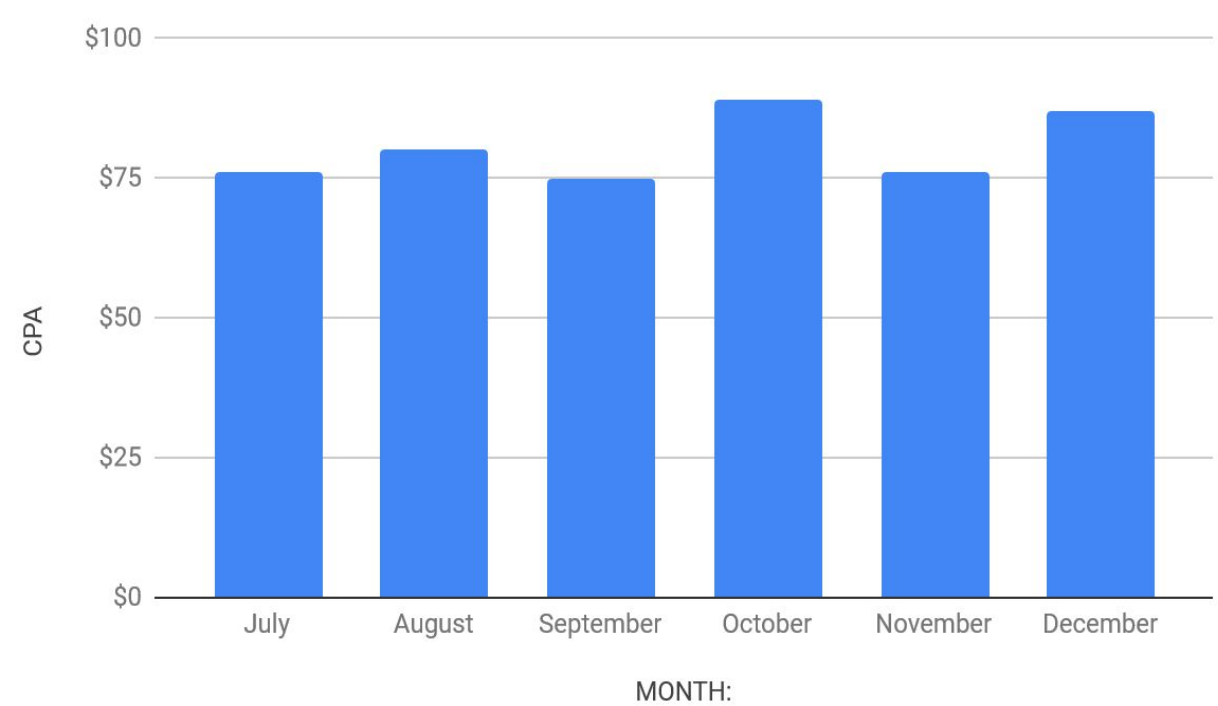
105
CPA

OUR RESULTS:

75
CPA after 3
months

PERFORMANCE DATA

CPA vs. MONTH:



GOAL: 105 CPA	
MONTH:	CPA
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



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

- Agency Partner