

Law Firm Promotes Personal Injury Services With Next Level Solutions

Overview

A law firm wanted to promote its personal injury legal services, particularly to those who had been injured in car accidents. It enlisted the help of Next Level Solutions to utilize Geo-Fencing and Addressable Geo-Fencing technology to reach its target audience and track physical conversions to its office.

Solution

Next Level Solutions developed a comprehensive strategy of Addressable Geo-Fencing, Geo-Fencing, Search Retargeting, Keyword Contextual targeting, and Category Contextual targeting. The law firm provided a list of nearby courthouses and hospitals, and Next Level Solutions drew target fences around each location. Additionally, the advertiser supplied an address list that featured households it wanted to target, and Next Level Solutions system automatically matched the exact shape and size of each property. The system then drew target fences around the matched addresses. For both the Geo-Fencing and Addressable Geo-Fencing tactics, Next Level Solutions added a Conversion Zone around the advertiser's office to track the number of users who received an ad and later visited the law firm. With quick learning, Next Level Solutions made changes to the campaign's keyword recency setting by lowering the retargeting window from one month to one week, thus ensuring that the campaign reached relevant users in a timely manner.

Results

Through multiple tactics and optimizations, Next Level Solutions delivered 134 visits to the law firm for a low Cost Per Visit (CPA) of \$3.87. The campaign also achieved a CTR of 0.12%, exceeding the industry's average CTR of 0.10%.

Results

134 Visits

Campaign Result

\$3.87 CPA

Campaign Result

Category

Legal