

## Personal Injury Law Firm Seeks New Clients With Next Level Solutions

### Overview

A personal injury law firm was looking to build awareness among its target audience and improve its programmatic advertising performance. It enlisted the help of Next Level Solutions to precisely target people who had been injured and were in need of lawful representation, while maintaining a CTR of 0.10%.

### Solution

Next Level Solutions and the advertiser developed a comprehensive strategy of Search Retargeting and Keyword Contextual targeting, Site Retargeting, and Geo-Fencing. First, the law firm identified locations where it was likely to find its target audience—including hospitals and a vehicle repair shop—and the Next Level Solutions built custom-shaped target fences around each location. Next, the team drew a Conversion Zone around the advertiser's location to track users who entered a target fence, were served an ad, and then visited the law firm. Once the Geo-Fencing tactic was created, Next Level Solutions implemented the remaining behavioral tactics. This included a Site Retargeting tactic to re-engage consumers who had already visited the law firm's website, as well as Search Retargeting and Keyword Contextual tactics to retarget users who were searching for, or reading about, personal injury attorneys, car accidents, and more.

### Results

Through multiple tactics and optimizations, Next Level Solutions achieved a CTR of 0.39%, almost quadrupling the advertiser's goal of 0.10%. In addition, the Geo-Fencing tactic generated 22 visits to the law firm, while the web-based behavioral tactics generated 104 visits to the law firm's website. Together, the physical visits and online visits resulted in a CPA of \$3.96.

### Results

**\$3.96 CPA**

Campaign Result

**0.39% CTR**

Campaign Result

### Category

**Legal**