

GOOGLE SEARCH CAMPAIGN

OVERVIEW

A DUI LAWYER WITH OFFICES IN NEW YORK AND OTHER US CITIES WANTED TO GET MORE CLIENTS AND IMPROVE THEIR ONLINE PRESENCE ON GOOGLE.

RESULTS

OUR DIGITAL ADVERTISING EXPERTS RAN A GOOGLE ADS CAMPAIGN WITH CALL TRACKING FOR 4 MONTHS. OUR CLIENT RECEIVED 220 UNIQUE PHONE CALLS WITH AN AVERAGE DURATION OF 7 MINUTES. THEIR ADS SHOWED ON TOP OF GOOGLE FOR SOME OF THE KEYWORDS WE TARGETED.

MONTHLY BUDGET

\$14,500

UNIQUE PHONE CALLS

220

AVERAGE
PHONE CALL DURATION

7 MINUTES

AVERAGE DAILY SEARCH
IMPRESSION SHARE

86.01%

AVERAGE CPC

\$43.96

CTR

5.05%

