

# 34% DECREASE IN COST PER LEAD

A Multiple location Colorado-based personal injury firm who wishes to remain anonymous wanted to expand their marketing efforts to include Adwords.

Understanding the high cost & competitive nature of attorney marketing, we utilized additional open source data to enhance our targeting.

## HOW WE DID IT

- SINGLE KEYWORD ADGROUPS
- GEO TARGETING IMPROVEMENTS
- NEGATIVE KEYWORD IMPROVEMENTS
- DYNAMIC COPY TESTING
- DEVICE TARGETING OPTIMIZATION
- ADDITIONAL DATA TARGETING ENHANCEMENTS
- AUTOMATIC & MANUAL BID OPTIMIZATIONS



## RESULTS

↑ **34%**  
Decrease in  
Cost per Lead

↑ **26%**  
Increase in  
Leads

↑ **17%**  
Improvement in  
Conversion Rate



“ While there is no shortage of PPC agencies in the legal marketing space, HRD Marketing is unique, and certainly stands alone. Their technical expertise combined with some truly brilliant targeting enhancements for our industry created a competitive edge for us in an extremely saturated market. We loved the ease of communication, transparency, straightforwardness of working with HRD Marketing, but most of all we love the results.

- **Anonymous**, Founding Partner

