



## Divorce Attorney Case Study – Lower Cost, Higher Quality - CA Divorce

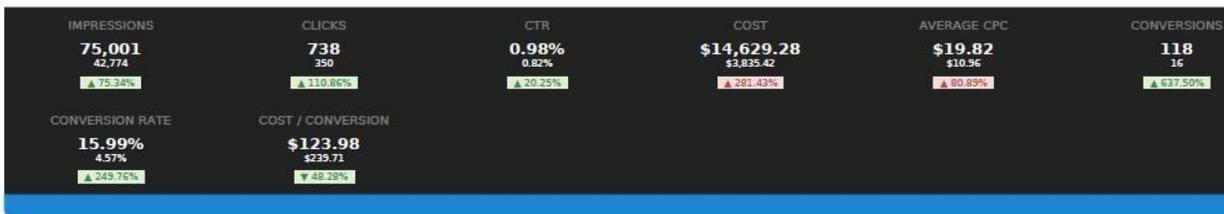
### Year Over Year, Year To Date Overview:

For a prominent southern California Divorce Attorney, we were able to significantly lower CPA and cost while maintaining conversion volume. They are in a very competitive local market so we had to find the “sweet spot” in order to not overspend beyond the point of diminishing returns. With a similar set of keywords in a small market, there is only so many leads to be had at an acceptable CPA. You can see below that we lowered cost by 24% with conversion volume only down by 3.86% year over year. You can see that the click volume is down 56.6% while the average CPC is up significantly. This means that we are paying more for the clicks that convert while eliminating clicks that don’t. We focus on driving qualified traffic that converts to your site at the lowest cost possible. This means taking into account dozens of factors and taking advantage of the tools available to us to maximize return.

IMPRESSIONS <b>587,561</b> 1,427,157 ▼ 58.83%	CLICKS <b>5,798</b> 13,379 ▼ 56.65%	CTR <b>0.99%</b> 0.94% ▲ 5.26%	COST <b>\$106,792.29</b> \$140,755.75 ▼ 24.13%	AVERAGE CPC <b>\$18.42</b> \$10.52 ▲ 75.07%	CONVERSIONS <b>473</b> 492 ▼ 3.86%
CONVERSION RATE <b>8.16%</b> 3.68% ▲ 121.84%	COST / CONVERSION <b>\$225.78</b> \$286.09 ▼ 21.08%				

## Year Over Year, Month To Date Overview

Below is an overview of the last 30 days compared to last year. This is typically a slow time period for many businesses in the middle of the summer, however, we were able to ramp up volume by strategically spending more in key areas. This increase in volume is not entirely due to optimization and obviously is a result of spending significantly more than last year, however, the CPA is still down 48%. While the original keyword can only be scaled to a certain point before hitting diminishing returns, we were able to expand the campaigns into new legal markets using the learnings from previous campaigns and working with the team at their office. We helped them identify new opportunities, helped them scale spend while increasing lead volume as well while maintaining a high level of efficiency.



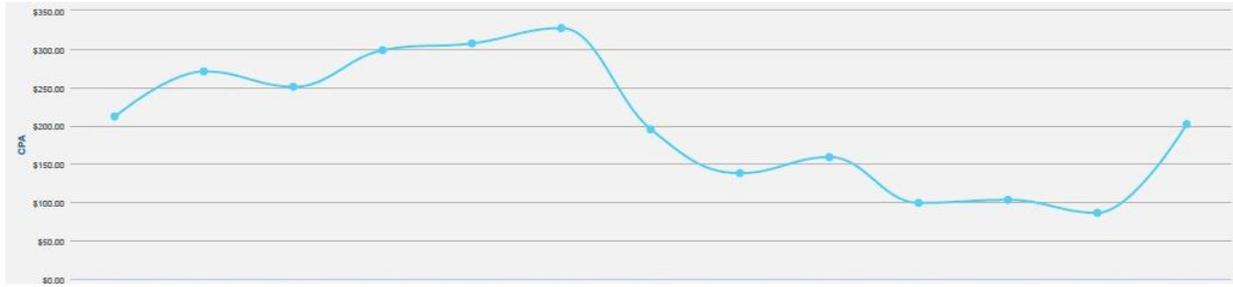
## Week By Week, Last 90 Days

Due to the natural volatility of a local market, you can see that weekly the CPA can fluctuate. It is important to focus on trends over a longer period of time. We don't make rash changes that can negatively affect long term performance based on one or two days of data, or even a week for that matter. Below you can see the stats weekly for the last 90 days.

**Note:** Since this was lead generation, revenue and ROI were not tracked. Each line recommends a week.

Impr.	Clicks	CTR	Cost	Revenue	ROI	Avg. CPC	Convs.	Conv. Rate
15,249	129	0.85%	\$2,627.30	\$2.00	-99.92%	\$20.37	13	10.08%
17,920	164	0.92%	\$3,398.29	\$7.00	-99.79%	\$20.72	39	23.93%
13,928	139	1.00%	\$2,707.10	\$6.00	-99.78%	\$19.48	26	18.84%
15,165	158	1.04%	\$3,342.50	\$7.00	-99.79%	\$21.16	33	21.15%
13,557	98	0.72%	\$2,089.44	\$1.00	-99.95%	\$21.32	13	13.40%
14,266	106	0.74%	\$2,489.01	\$3.00	-99.88%	\$23.48	18	16.98%
12,588	96	0.76%	\$1,953.52	\$2.00	-99.90%	\$20.35	10	10.42%
10,255	113	1.10%	\$2,291.72	\$4.00	-99.83%	\$20.28	7	6.19%
9,458	114	1.21%	\$3,382.77	\$9.00	-99.73%	\$29.67	11	9.65%
11,608	135	1.16%	\$4,181.10	\$12.00	-99.71%	\$30.57	14	10.37%
14,555	151	1.04%	\$3,297.66	\$13.00	-99.61%	\$21.84	13	8.72%
15,035	168	1.12%	\$3,524.28	\$10.00	-99.72%	\$20.98	13	7.78%
8,901	88	0.99%	\$1,697.47	\$1.00	-99.94%	\$19.29	8	9.09%
<b>172,485</b>	<b>1,659</b>	<b>0.96%</b>	<b>\$36,982.96</b>	<b>\$77.00</b>	<b>-99.79%</b>	<b>\$22.29</b>	<b>218</b>	<b>13.20%</b>

The CPA data trend is graphed below. Which has been decreasing as we have continued to optimize the campaign.



## Tracking Improvements and Optimizing

The below campaign is one of the few that have been running across multiple years. Most of them have been restructured and renamed so the year over year data at the campaign level is not available within Google Ads. You can see below this campaign even with a CPC of over \$25 has showed significant improvement. The CPA was lowered by \$138 (a 43% improvement) in a 4 month period year over year.

Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost/converted click	Click conversion rate	Conversions			Cost/conv.			
														4/1/15 - 7/1/15	4/1/14 - 7/1/14	Change	Change (%)	4/1/15 - 7/1/15	4/1/14 - 7/1/14	Change
divorce	\$950.00/day	Eligible	Search Network only	All features	1,047	104,796	1.00%	\$25.52	\$26,721.36	1.8	132	\$201.17	12.72%	149	52	97	186.54%	\$178.22	\$316.29	-\$138.07

We measure leads as web form submissions + qualified calls. A qualified call is a call that is actually answered and received (excluding repeat callers) and a form submission is a lead from the website itself. The call may either be generated directly from an ad or from the website itself. All of our clients receive access to our call tracking platform so that they can see exactly how many calls they are getting, where they are coming from and many other things. We can even record these calls upon request and where it is not in violation of local, state, or federal law.

All of this information is reported, weekly, bi-weekly, or monthly, depending on the needs of the client. Our reporting is flexible and can be customized to show you exactly what you need to see when you need to see it.

This data is captured and integrated with Google analytics as well. Qualified calls and web leads are counted as goals in analytics which can easily be traced back to keywords, geos, devices and more. We ensure that your campaigns are tracking where your money is going and reported back to you in a timely manner. We use this data to drive results and you use it to manage your business and allocate budgets efficiently.

## Lead Quality Control and Assurance

The geo targeting of this campaign has been refined to those areas that produce the most retainers as well. The lead cost may seem a bit high, however, we have verified (and continue to do so) that these leads consistently lead to retainers and how much those retainers are worth to him. We maintain a high level of communication (aka quality feedback loop) in order to use all available data that we are able to collect as well as what the client can provide to ensure that not only are we producing more leads at a lower cost, but that we are also driving quality leads that convert into clients as well. We see ourselves

as your marketing partner and take all feedback into account to drive quality leads to your office. We understand how important this is in maintaining a long term business relationship with our clients.

## **Conclusion**

By diligently optimizing campaigns, closely tracking and monitoring performance, and working closely with this client, we have been able to significantly reduce lead cost by 21% year to date and close to 48% month to date year over year while maintaining very high lead quality.

As you can see above, this campaign continues to improve. We understand that this is an ongoing process that requires dedication, research, and many other skill sets. We are constantly looking for ways to improve our clients' performance and work closely with them by providing transparent reporting and taking their feedback into account to ensure the campaigns remain profitable once back end revenues are taken into account.