

# DIGITAL ADVERTISING CASE STUDIES



## Criminal Defense Law Firm

Google Ads



### Scenario

This Criminal Defense Law Firm wanted to generate more calls and leads.

### Results

Our Digital Ads team ran a **Google Ads campaign** with a landing page and call tracking for **1 month**. Our Client received **25 calls**, **4 web leads** which results in a total of **29 customer opportunities**. Their advertisements appeared at the top of Google searches for the keywords we targeted in their local area.



Monthly Budget  
\$ 1150



Calls  
25



Web Leads (Forms)  
4



Clicks  
87



Conversions  
29



Conversions Rate  
33%

Launch your Ad Campaign Today — Let's Grow Your Business!  
BOOK A FREE CONSULTATION TODAY!

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