

# DIGITAL ADVERTISING CASE STUDIES



## Personal Injury Law Firm

Google Ads



### Scenario

A Personal Injury Law Firm in California wanted to generate more leads with a focus on phone calls and web leads (form fills).

### Results

Our Digital Ads team built and managed a Google Ads campaign for **3 months**. This included a landing page and call tracking. We optimized the campaign for both form fills & phone calls. Our client received a total of **79 calls** and **24 web leads**.



Monthly Budget  
\$ 3200



Calls  
79



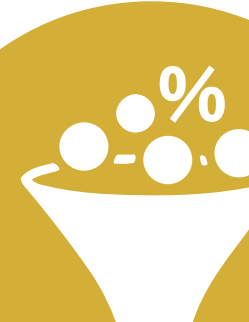
Web Leads (Forms)  
24



Clicks  
255



Conversions  
103



Conversions Rate  
40%

## Let's make your organic traffic flow!

**BOOK A FREE CONSULTATION TODAY!**

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