



Digital Ads Case Study

DUI Lawyer

Scenario

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 partner's client got 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.

Total Budget

\$14,500

Unique Phone Calls

220

Average Call Duration

7 minutes

Average Daily Search
Impression Share

86.01%

Average CPC

\$43.96

CTR

5.05%

