

Law Firm

CASE STUDY

Legal services operate in a highly competitive market with a high cost per click for personal injury keywords. Our client, a reputed law firm with operations across Ontario, approached Postmedia with the same challenge. They were struggling with a non-performing Search Campaign and wanted us to improve their campaign ROI.



STRATEGY

To achieve the end goal of maximizing ROI, the Postmedia team developed a strategy that focused on increasing search impressions by using the most relevant keywords, improving click through rates and conversions all while maintaining the costs.

Key Solutions

- High-intent keywords RESULTS *compared to past SEM campaign.
- Optimizing ad copies (Dynamic ads and ad extension).
- Branded campaign for impression share to competitors.
- Location-based campaign on search terms and demand.
- High performing creative with a strong call to action.
- Ongoing monitoring and optimization.

RESULTS

The campaign delivered strong results, exceeding client expectations. Conversions tripled compared to previous performance, including consultation requests, e-guide downloads, and inquiry calls. The branded campaign also saw a 5% increase in CTR, generating a total of 1.49K clicks.

3x

INCREASE IN
CONVERSIONS*

5%

INCREASE IN CTR*

> 42%

INCREASE IN
IMPRESSIONS

1.49K

TOTAL CLICKS