Crestmark Studio
Transcend the Ordinary

A case study

WINNING CASES WITH DATA-DRIVEN PPC FOR ATTORNEYS IN NEW YORK

The Daniel Hawthorne Success Story

www.crestmarkstudio.com

Crestmark Studio

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The challenges: Competing in a crowded market

01

High Competition

New York's legal market is saturated with firms investing heavily in ads, making it challenging for smaller firms to secure prime digital real estate.

02

High Cost Per Click (CPC)

Legal keywords have some of the highest CPCs in the industry, driving up advertising costs without guaranteed conversions.

03

Low Lead Quality

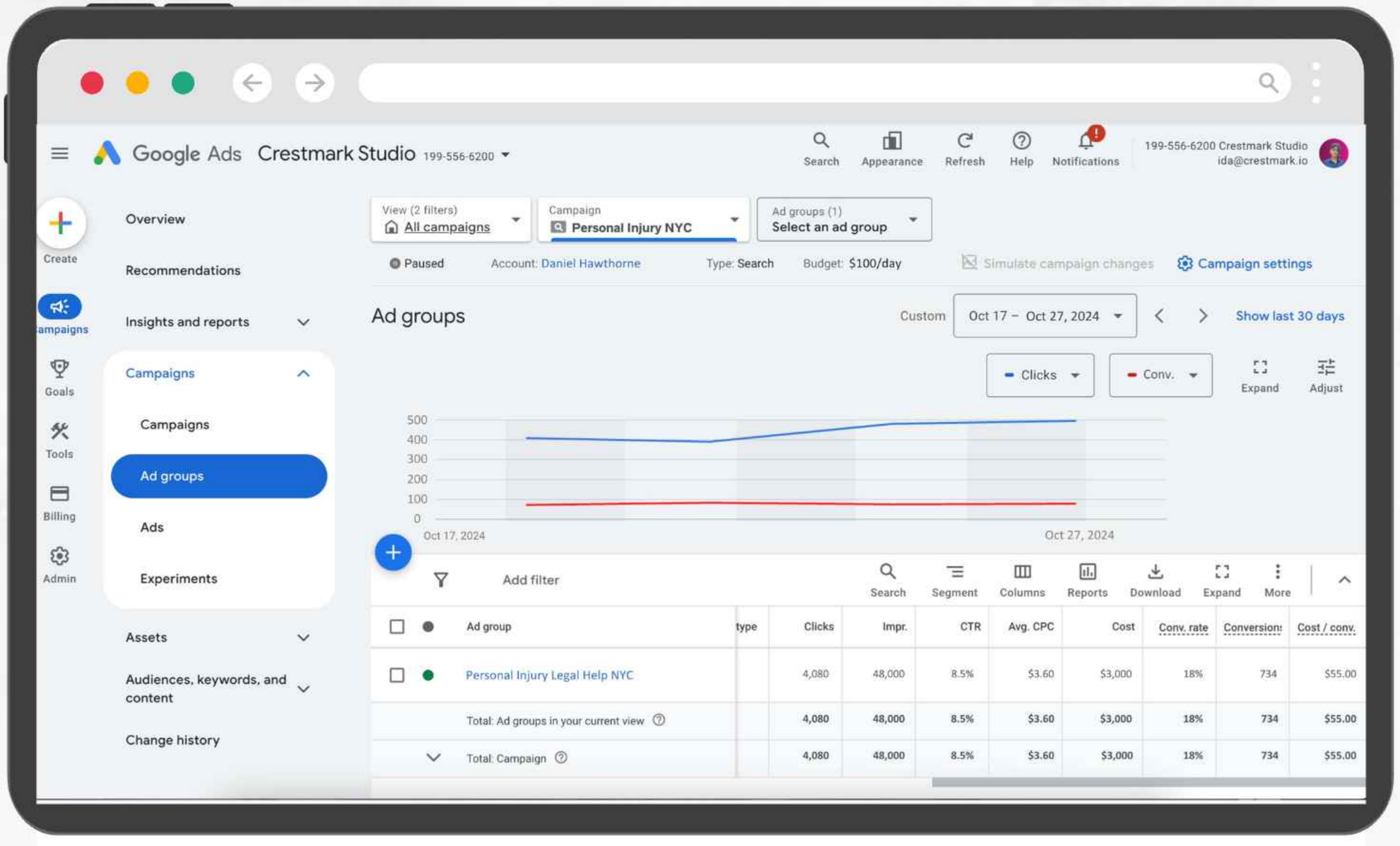
Their generic campaigns often resulted in unqualified leads, wasting budget and resources instead of attracting high-value clients.

Our Approach

01. We segmented the audience to target high-intent individuals actively searching for legal representation, ensuring Daniel's ads reached the right prospects at the right time.

02. We optimized the campaign spend by adjusting bids and ad placements, reducing the cost-per-click while maximizing visibility and lead generation.

03. We continuously monitored campaign performance, using real-time data to refine strategies, resulting in higher-quality leads and a significant boost in conversions.


Google Ads
Crestmark Studio
199-556-6200
Search
Appearance
Refresh
Help
Notifications
199-556-6200 Crestmark Studio
ida@crestmark.io
Create
Overview
Recommendations
Insights and reports
Campaigns
Goals
Campaigns
Ad groups
Ads
Experiments
Tools
Billing
Admin
Assets
Audiences, keywords, and content
Change history
View (2 filters)
All campaigns
Campaign
Personal Injury NYC
Ad groups (1)
Select an ad group
Paused
Account: Daniel Hawthorne
Type: Search
Budget: $100/day
Simulate campaign changes
Campaign settings
Ad groups
Custom
Oct 17 – Oct 27, 2024
Show last 30 days
Clicks
Conv.
Expand
Adjust
500
400
300
200
100
0
Oct 17, 2024
Oct 27, 2024
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Ad group
type
Clicks
Impr.
CTR
Avg. CPC
Cost
Conv. rate
Conversions
Cost / conv.
Personal Injury Legal Help NYC
4,080
48,000
8.5%
$3.60
$3,000
18%
734
$55.00
Total: Ad groups in your current view
4,080
48,000
8.5%
$3.60
$3,000
18%
734
$55.00
Total: Campaign
4,080
48,000
8.5%
$3.60
$3,000
18%
734
$55.00

RESULTS

CLIENT GROWTH

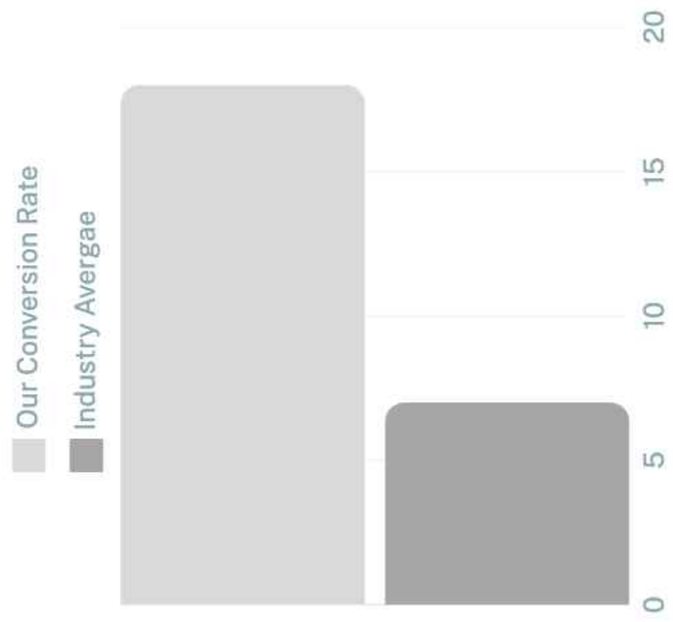
The campaign drove exceptional growth, connecting the firm to new, high-value clients and building long-term case pipelines.

REVENUE IMPACT

The targeted PPC strategy resulted in a substantial boost in monthly revenue, with consistent lead-to-client conversions.

MARKET PRESENCE

With top visibility on Google search, the firm became a dominant name in personal injury law searches, surpassing local competitors.



8.5%
Click-through rate

734
High-value leads

$475,000
Revenue generated

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What would such results look like for your law firm?

Let's craft your success story.

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