

Legal/Attorneys



THE CAMPAIGN | This programmatic display campaign targeted nightlife enthusiasts, alcoholic beverage drinkers, and club goers. A dominant display blend was implemented to leverage search retargeting keywords tied specifically to on DUI/DWI legal needs.

OVERVIEW

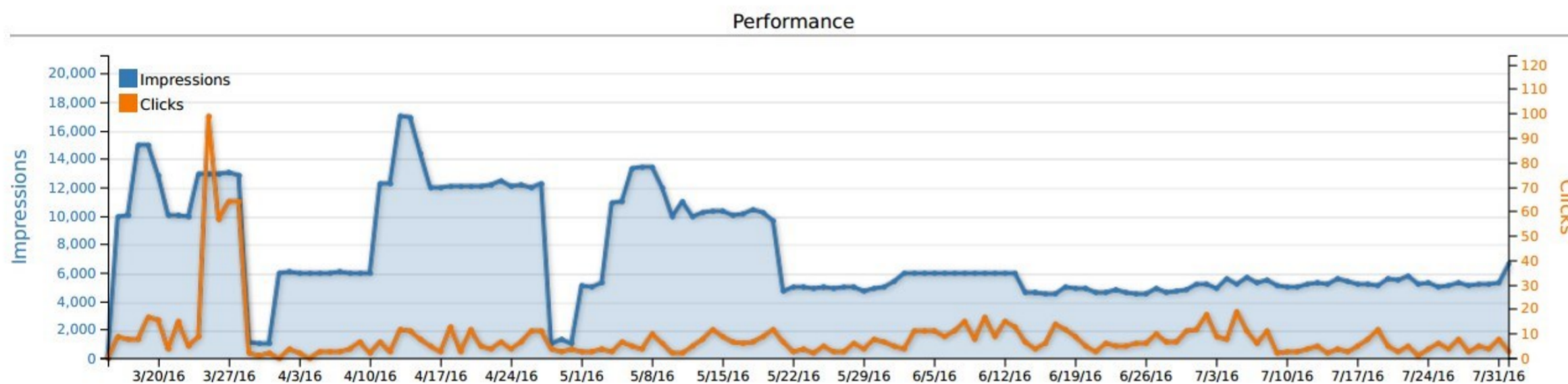
THE INDUSTRY |
Legal/Attorneys

THE GOAL |

- 1.) Overall awareness so people recognize the brand.
- 2.) Low funnel conversions to the Contact Us page.

THE CHALLENGE | A saturated market for legal services and inability to target behaviors specific to DUIs, we had to get creative with data segments tied to risky behavior. Having the phone numbers on the creative could have limited overall engagement, although the campaign still performed well above average.

THE RESULTS | 1,029,343 total impressions over summer months, resulting in nearly 1,200 clicks to the website, with an overall CTR of .12%. 11 conversions on the "Contact Us" page and over 1,000 site wide.



Total Impressions
1,029,343

Total Clicks
1,187

Overall CTR
0.12%

Conversions

	PC	PI	% PC	% PI	Total Conversions
Contact	6	5	54.55%	45.45%	11
Home	9	123	6.82%	93.18%	132
Sitewide	615	417	59.59%	40.41%	1,032

THE TAKEAWAY | Memorial Day weekend is ripe for celebration, and DUIs are typically at an all-time high during this 3-day weekend. A DUI can cost an offender upwards of \$10k, so legal counsel comes at a premium.