

Pay Per Click Advertising Case Study - Marx, Altman & Johnson Legal Services

We created the AdWords campaign for Marx, Altman & Johnson and made several beneficial decisions towards the beginning of the project to significantly improve the results for the client over the long-term. Through extensive research and client involvement at the beginning of the project, we created a campaign framework that pleased the client and provided a strong foundation to test and hone in on what was working and what could be improved.

Throughout the initial months of the project we obtained performance data and improved the number of conversions so that the costs of the campaign were covered by the number of leads we provided to the client. After a few months of the campaign running, we pruned parts of the campaign and improved the rest so that we were able to deliver a phenomenal conversion rate to create a very profitable ad campaign for the client.

Executive Summary:

Throughout the project partnered with Marx, Altman & Johnson, We have used a few guiding factors to bring success to this project and profits to the client. Extensive research and starting with a wide set of keywords and ads to test gave us a significant amount of data, while quickly evaluating and responding to make improvements according to the goals of the project helped the campaign reach profitable levels quickly.

Once the campaign was profitable, we continued to test factors within it using A/B testing to raise the click-through rate and conversion rates. After approximately 15 months into the campaign, we were able to raise the conversion rate to 10% of clicks while maintaining a clickthrough rate of 4-7%. Within 30 months, we raised the conversion rate to 15-20% with a 4-9% click-through rate.

Month	Clicks	CTR	Conversions
October 2015	41	2.84%	1
December 2016	243	4.14%	23
December 2017	293	4.58%	55

Snapshot of Client's Beginning:

Marx, Altman & Johnson partnered with us to build their website and start an online advertising campaign. Marx, Altman & Johnson was a growing Family Law Practice when we partnered to start and grow their online presence from the ground up.

Methodology:

Extensive Keyword & Client Research: At the start of this ambitious project, we researched the law firm's services and proposed a large list of over 300 keywords to review with the client for approval. The client was very involved during this process and was able to provide additional keyword groups that we should explore. Our campaign started with over 50 keywords in each ad group and provided a good base to gather data to make judgements with the A/B testing for the duration of the project.

Continuous A/B Testing: After a few months of the campaign running, we added new A/B testing for additional ad copy and ad group keywords. This process was carried out over monthly periods, and compared both the time spent on the page and the number of conversions between ad groups each month.

After 12 iterations of testing, we were able to increase the conversion rate of the campaign to 10-20% of visitors to the page. Some of the most noticeable increases in monthly conversions came about through pruning keywords and ads which were not converting as well during the A/B testing to allow more of the budget be used by the better performing keywords and ads. While the updated AdWords campaign was providing increased numbers of qualified users, with the improvements through the A/B testing, the website was able to convert increased percentage of these visitors.

Results:

Over the first 6-months of the campaign for Marx, Altman & Johnson, we provided significant results and quickly satisfied the client with key metrics of success that included:

- 200 qualified clicks to the website each month
- 10-15 conversions each month

After our initial push to increase conversions to a satisfactory level, we further improved the campaign through optimizing with A/B testing. We were able to reduce costs and use the client's budget more effectively for the keywords and targeting that was bringing in the most qualified users. The number of conversions each month increased from 10-18 each month in early 2016, to 30-50 each month in Late 2017.

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We were able to build a trusting relationship with Marx, Altman & Johnson early on in the partnership through our collaboration in creating the initial keyword list and ad copy. By delivering results with our campaign management, our agency was able to satisfy the client and deliver increasing results and profits to Marx, Altman & Johnson. As we were improving leads to the client, the client's business kept growing and expanding and they continue to have measurable profits resulting from the Pay-Per-Click advertising to show for it.

Credits:

Thanks to Marx, Altman & Johnson for their trust and permission to use their business in this case study. Written by Eric McKeethen working with the agency. Data obtained using Google Analytics and Google AdWords.