

PERSONAL INJURY ATTORNEY CASE STUDY

- ✓ Costs for Period
- ✓ Key Performance Indicators (KPI)
- ✓ Retargeting Group Segments

A Personal Injury Attorney wanted to get information about how he could help people who had been injured about his firms services as soon as possible after their accident. With Geo-Conquesting we targeted several hospital emergency rooms and we were able show ads people while they were in the waiting room and for several months afterward on their smart phones , tablets personal and even work computers. The ads were able to bring in over 5 new clients in their 3rd month.

The cost of Geo-Conquesting was less than 10% of what they paid on average with traditional PPC advertising.



⊙ Costs for Period

eCPM \$4.56	eCPC \$1.09	Cost \$413.79
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Above is a breakdown for the costs for this period. Note this costs only include the ad spend for the period. All management fees are not included in these numbers.
ECPM - Cost Per Thousand - Effective cost per 1000 impressions served. This number varies widely, this number is the average for the period.
ECPC - Cost Per Click - Effective cost per click on a banner. This number varies widely, this number is the average for the period.
Cost - The total amount of ad spend for this campaign and this period.

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⊙ Key Performance Indicators (KPI)

Impressions 90,841	Clicks 380	eCTR 0.418%
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Regional Hospital 997	Hospital 6929	County General Hospital 3575
Hospital 1375		Hospital Center 4475