

LEGAL SERVICES: IMMIGRATION & PERSONAL INJURY

COMPANY CASE STUDY



- 9-Person firm | 1 location - California
- \$3.9M annual revenue | Budget: \$10k-75k/month
- Google Ads Performance Max & Search:
Drive legal consultations and reduce CPA

**5x more legal leads with a
76% Drop in CPA**

Overview

The law firm had been running ads in-house with little segmentation. Search campaigns weren't fully optimized and PMax was used like a "set it & forget it" tool. Leads were expensive, and they had no clarity on what keywords or assets were driving results.

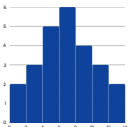
Objectives

- Drastically reduce CPA without sacrificing lead volume.
- Increase volume of consultations.
- Improve ROAS to at least over 1.

Outcome

Campaign	Impressions	CTR	Avg. CPC	Cost	Target Impression Share	Search lost I: (budget)	Search lost IS (rank)	Bid strategy type	Conv. rate	Conv. value / cost	Conversions	Cost per conv.
Total: All enabled campaigns in your current view												
	16			\$39,124.33								
	3			\$12,890.37	—			Target ROAS				
February 2025	15	6.19%	\$9.90	\$3,179.04		0.00%	75.36%		2.18%	0.82	7.00	\$454.15
March 2025	14	8.46%	\$8.04	\$3,987.28		0.00%	81.62%		3.89%	0.89	19.29	\$206.68
April 2025	10	10.33%	\$6.17	\$3,311.93		0.00%	82.91%		7.73%	1.29	41.50	\$79.81

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Total: All enabled campaigns in your current view												
	16			\$199,517.72								
	17			\$26,673.43	—			Maximize conversion value (Target ROAS)				
January 2025	19	1.98%	\$8.71	\$2,699.87		10.62%	83.01%		0.94%	0.92	8.25	\$327.25
February 2025	17	2.54%	\$8.56	\$4,698.01		15.95%	77.32%		2.76%	1.23	30.83	\$152.6



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PMax Strategy: Jan -Feb

1

Split Campaigns by practice area (immigration vs personal injury). Updated creative with attorney intro videos, Google reviews, and UGC-style explainer clips.

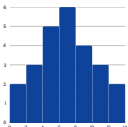
2

Implemented final URL expansion exclusions to remove blog/FAQ traffic.

3

Connected GA4 + Enhanced Conversions for CRM integration. Uploaded lead-form converters as a custom audience signal.

"We've never seen results like this. Our cost per lead is lower, call volume is up, and we actually understand what's driving conversions now."



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Search Strategy: Feb-Apr.

1

Restructured campaigns around high-converting keywords with segmented RSAs. Added ad schedule adjustments based on intake call volume.

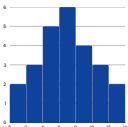
2

Applied manual bidding with max CPC caps to avoid inflation during high-competition times.

3

Conducted **biweekly** search term clean up to pause junk traffic. Introduced zip-code targeting for local court jurisdictions.

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Post Campaign Wins

1

Set up offline conversion import from Clio to measure booked consultations. Launched branded re-marketing campaign for post-lead touch points.

2

Built localized landing pages tied to top zip codes & practice areas. Integrated call tracking for form + phone attribution.

3

Client increased PMax budget 2x after sustained ROAS above 1.2

"We've never seen results like this. Our cost per lead is lower, call volume is up, and we actually understand what's driving conversions now."