

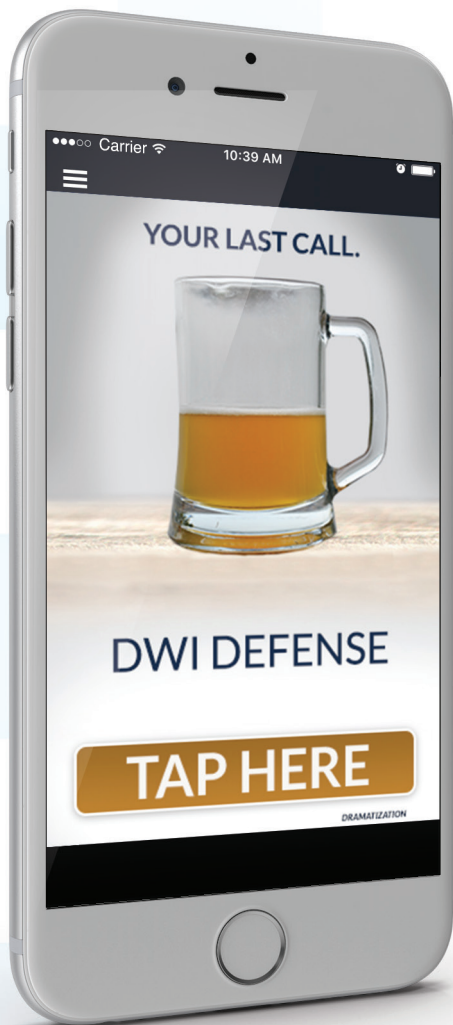
CASE STUDY: MOBILE

Southern State Law Firm

Our client asked for our help in building the law firm's brand name and defining it as the respected DWI firm in the area.

The secondary goal was to generate leads and increase sales.

Our mobile strategy included geofencing five bars with creative ads that promoted the law firm and focused on increased name awareness. Ads were then remarketed to those device users who were at the bars throughout the week.



All ads encouraged users to click through to a responsive website where they could get more information and call to set up a consultation.

Budget: \$6,000
Campaign Duration: 3 months
Clicks to Website: Approximately 3,000/month
(compared to ~200 sessions in the month prior)
Click-Through Rate: **Over 1.4% – 3 times the average**

THE RESULTS:

Our client has acquired at least two confirmed clients as a result of this mobile advertising campaign at an average of \$5,000 per case to recoup their ROI while also building the firm's brand awareness.

