



DAW MEDIA

MARKETING AGENCY

GOOGLE ADS

Case Study



Google Ads





Our Client:

This client is a leading criminal defense attorney which hires private investigators, forensic toxicology, DNA, and other experts to provide legal defense.

Goal:

Generate high-quality phone calls and leads for their defense practice.

Project Duration:

6 Months

Problem Statement:

The company needed new clients for their local law practice.



Strategy (Overview)

The client wanted to grow their practice and reputation by showcasing their expertise on their website. The team decided to set up a search campaign optimized for phone calls.

The target audience was based on income and interests:

Target Audience	Interest:	Language:	Age group:	Income class:
Custom Audience	In the market for defense attorney	English	25 - 65+	Top 50% and up

Best Performing Ad

Board Certified Specialist in Criminal Defense since 1992.
Free Initial Consultation. Trust the Experts To Handle Your
Case. All Felonies And Misdemeanors - Abuse, DUI & More.

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 3k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.

Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
3,727	33	34	1.93%

\$ Budget: \$500 Per Month

📍 Location: Santa Cruz and Monterey Counties, California

Solution (Campaigns Used):

Search Ads: Finding people who are intentionally looking for the client's services.

Click-to-Call Ads: Generating call only ads for all business types.

The Google Ads team actively optimized each campaign to achieve optimal results.

Final Outcome

This resulted in new business for the client and potential future growth.