

# Case Study for a Law & Government Industry



## Our Objective

Make Search Marketing affordable for every Entrepreneur and Small Business. We help our customers increase their web traffic and sales, helping them grow their business nationally or globally.

## Our Approach

- Added new ads in the ad-groups.
- Proper Keyword Research for the campaign.
- Changed bidding Strategy.

## Results

- Conversions have increased from 1.00 to 7.00
- Conv. Rate has increased from 1.96% to 7.45%
- Avg. CPC has decreased from \$3.09 to \$2.81

