

Family Law Firm Receives Qualified Lead Every 37 Hours

Outcomes:

Days in-flight: 151
Impressions: 12,554,482
Clicks: 216,843
Average CTR: 1.73%
Form submissions: 99 (1 every 1.53 days)
Average Cost Per Click: \$.57

Benchmarks:

Average CTR for Law: 0.21%
Average Cost Per Click for Law \$1.92

Challenge

A family law firm based in Austin, Texas aimed to increase online engagement and conversions through cost-effective display advertising. Traditional advertising methods, including Google PPC campaigns, were effective but costly, impacting the firm's marketing budget and overall return on investment (ROI).

The firm needed a strategy that could deliver high volumes of traffic and prompt interactions without exceeding their budget. The primary challenge was to leverage affordable display advertising CPM to achieve these goals, particularly in an industry where average click-through rates (CTR) and cost per click (CPC) were less favorable.

Additionally, the law firm faced challenges in creating a seamless user journey from ad click to conversion. The existing approach often resulted in high bounce rates and low engagement, as visitors did not always find relevant and compelling content upon landing on the website. This disconnect between ad messaging and landing page content hindered the conversion process. The firm needed a solution to ensure a seamless transition from ad to landing page, maintaining user interest and driving higher conversion rates.

Solution

ContentAccess developed a creative “free e-book” strategy supported by a series of advanced animated HTML5 video display ads using industry standard and freely available tools. ContentAccess ensured that the ads achieved maximum visibility and relevance by strategically deploying and managing the ads to maximize impact by reaching the right audience on the right platforms at the right times.

ContentAccess further introduced a groundbreaking solution by integrating their proprietary dynamic page experiences. Using embedded JavaScript, this technology detects the origin of page visitors and dynamically displays relevant call-to-action and opt-in messages based on the digital ad clicked.

This integration created a personalized and highly engaging user experience, aligning the landing page content with the initial ad message. By dynamically mapping messages to visitor interactions, ContentAccess eliminated the typical page sprawl, reduced bounce rates, and significantly enhanced user engagement and conversion rates.

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Performance

Over a 151-day campaign, the display ads achieved 12,554,482 impressions and 216,843 clicks, resulting in an impressive click-through rate (CTR) of 1.73%—an 724% increase over the industry average of 0.21%. The average cost per click (CPC) was significantly lower at \$0.57, representing a 70% decrease compared to the industry benchmark of \$1.92. Additionally, the campaign generated 99 form submissions, averaging one submission every 1.53 days.

Conclusion

The partnership between the family law firm and ContentAccess successfully addressed the challenges of high PPC costs and low user engagement. By leveraging dynamic page experiences and personalized messaging, ContentAccess transformed the law firm's display advertising strategy into a cost-effective and highly engaging solution. The campaign not only exceeded industry benchmarks for CTR and CPC but also demonstrated the potential of a well-executed display advertising strategy to achieve conversion rates comparable to traditional PPC campaigns.

This case study highlights the effectiveness of innovative digital marketing approaches in overcoming budget constraints and enhancing user engagement. The family law firm's success with ContentAccess underscores the potential for other businesses to achieve similar results by adopting personalized, dynamic advertising strategies.