



Other Digital Marketing Agency

March 2022 - Cost Per Lead: \$3,403

Law Firm Case Study

DIGITAL MARKETING — GOOGLE PAY PER CLICK ADS

2022 - Average Cost Per Lead: \$1,401

NATIV3 Takes Over PPC

Mar 2023 - Cost Per Lead: \$394

2023 Avg Cost Per Lead: \$372

The firm came to NATIV3 seeking to bring costs down on their Pay-Per-Click (PPC) marketing and to tighten up their reporting.

Just 3 months after taking over their campaign, our team reduced the Cost Per Lead (CPL) by 45.33% compared to the 2022 average. After our first 6 months, we'd reduced it by 73.43% and generated a 15x ROI.

March 2022	MARCH 2023	June 2023
3 MONTHS WITH OTHER MARKETING AGENCY	3 MONTHS AFTER NATIV3 TAKES OVER FIRM ACCOUNT	6 MONTHS AFTER NATIV3 TAKES OVER FIRM ACCOUNT
\$3,403 CPL	\$1,401 CPL	\$372 CPL
280.223% INCREASE FROM DECEMBER 2021	45.33% DECREASE FROM 2022 AVERAGE	73.43% DECREASE SINCE JANUARY 2023

NATIV3 leveraged our combined decades of expertise and in-depth audience targeting to continually hone our AdWords list, ensuring the firm's leads were real prospects looking for the exact services they had to offer. We did it for them, and we can do it for you.