



Law Firm Case Study

DIGITAL MARKETING — GOOGLE PPC ADS

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

After our first 6 months, our team reduced the Cost Per Lead by 73.43% and were pacing towards a 2x ROI. At the end of 18 months, we have driven the cost per lead down to less than \$200—a further 50% decrease since June 2023—and are driving 4x ROI, inclusive of management fees.

MARCH 2022	MARCH 2023	JUNE 2023	AUGUST 2024
3 MONTHS WITH OTHER MARKETING AGENCY	3 MONTHS AFTER NATIV3 TAKES OVER FIRM ACCOUNT	6 MONTHS AFTER NATIV3 TAKES OVER FIRM ACCOUNT	18 MONTHS AFTER NATIV3 TAKES OVER FIRM ACCOUNT
\$3,403 CPL	\$1,401 CPL	\$372 CPL	\$118 CPL
280.223% INCREASE FROM DECEMBER 2021	45.33% DECREASE FROM THE 2022 AVERAGE	73.43% DECREASE SINCE JANUARY 2023	50% DECREASE SINCE JUNE 2023; 86.72% DECREASE OVERALL

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.