

THE COCHRAN FIRM

The prestigious Cochran Firm in CA hired me to work on their "Police brutality" campaign within AdWords. The quality of leads was fair and the number of leads they were receiving was decent. The campaign had many broad terms and the search term report showed that not many negatives were used.

This caused the firm to show up for many irrelevant terms including, news related issues, videos, people searching terms about the history, causes or reasons for police brutality.

What was done...

I cleared out the account,

- Created new ads
- Added negative terms
- Increased bids on call extensions
- Continued to monitor the campaign and make adjustments

As you can see the client went from spending over \$7,000 to just under \$3,000 for about the same number of calls and leads. That's more than a **62% decrease in spend**. The leads were better and more qualified cases were delivered to the law firm.

Campaign	Month	Cost	Conversions	Phone calls
In 1 selected				
Police Brutality - Los Angeles	Nov 2017	\$7,148.95	46.00	51
Police Brutality - Los Angeles	Dec 2017	\$3,011.06	39.00	41
Police Brutality - Los Angeles	Jan 2018	\$3,565.64	39.00	43
Police Brutality - Los Angeles	Feb 2018	\$2,677.91	41.00	42