

TRACTADS

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PERSONAL INJURY OBJECTIVE: ONLINE CONVERSIONS

Scenario: A personal injury attorney wanted to get more qualified leads with either phone calls or online form fills to schedule a consultation. 1 year timeframe.

Results: The TractAds Team identified physical behaviors defined by the users' mobile devices to infer that a person may have been injured and then presented display and search ads to influence an appointment as an online conversion.



Monthly Budget \$2,100	Monthly Results 7 conversions
Conversion Value \$8,000	Estimated Return \$56,000

On average there were 160 leads per month where 4% of those turned into court cases making it an average of 6-7 cases per month. The average is \$8,000 per court case.