

# PERSONAL INJURY ATTORNEYS SEEKS NEW CLIENTS

## OVERVIEW

A personal injury law practice was looking to build awareness among its target audience and improve their programmatic advertising performance. They enlisted the help of Insane Digital to precisely target people who had been injured and were in need of lawful representation, while maintaining a CTR of .08%.

## SOLUTION

Our team developed a comprehensive strategy of search retargeting at the keyword level, category contextual targeting and site retargeting. With quick learning from the campaign launch, Insane Digital and our multivariate algorithms were able to continually optimize keywords mid-flight, blacklist specific domains to more precisely target customers, and adjust the frequency cap to maximize budget and overall campaign effectiveness.

## RESULTS

Through multiple tactics and optimizations, we have achieved a CTR of .08% to date, meeting the client's initial goal. With several months remaining in the campaign, we will continue to monitor and enhance the performance to further the advertiser's reach.

**.08%**  
CAMPAIGN CTR

CATEGORY  
LEGAL

CAMPAIGN LENGTH  
4 MONTHS

CAMPAIGN GOAL  
.08% CTR