

# BANKRUPTCY LAW FIRM REACHES DEBT-RIDDEN USERS

## OVERVIEW

A bankruptcy law firm was looking to build awareness among its target audience and encourage individuals with debt to consider bankruptcy. They enlisted our help to precisely target debt-ridden persons with a goal to achieve a .12% CTR.

## SOLUTION

The team developed a comprehensive strategy of keyword search retargeting and category contextual targeting to reach individuals scouring the Web for terms and phrases related to debt and bankruptcy. With quick learning from the campaign launch, our multivariate algorithms made in-flight optimizations to improve campaign performance, including adding, removing, and adjusting keywords and category contextual elements.

## RESULTS

Through multiple tactics and optimizations, we have nearly tripled the goal with a .34% CTR. With several months remaining in the campaign, we will continue to make optimizations to further improve performance.

**3X**

CAMPAIGN GOAL

CATEGORY

**LEGAL**

CAMPAIGN  
GOAL

**.12% CTR**

CAMPAIGN  
RESULT

**.35% CTR**