



## The Problem

An established law firm wanted help finding great new clients and wanted to take a different approach to their advertising strategy.

### Our Client Had Several Issues:

1. A broad base of “good” and “bad” customers – **they wanted more “good” ones**
2. Advertising experience, but **no analysis of campaigns and spends**
3. Lots of client data, but **no way to use it** for marketing purposes

### We Provided:

- Custom metrics to determine what **characteristics of prospects** are associated with the most profitable clients
- Strategies to test these metrics on past clients to **ensure accuracy**
- **More effective customer targeting** based on this data

### Our Solution:

- **Discovered unique, hidden qualities** common to “good” clients
- Created mail and AdWords campaigns to **target these specific types of clients**
- **Minimized spending and increased ROI** by analyzing ad campaigns

### The Results:

- The client signed **two new highly profitable clients** they otherwise wouldn't have
- Their **advertising strategy is now smarter and more profitable**
- The client better understands how to **turn ad buys into real results**