

MALPRACTICE LAWYER

MARKETING CASE STUDY



Malpractice Lawyer Reaches Specific Markets to Bring in New Cases

Client and Goals Overview

Create awareness and add medical malpractice clients by targeting the following areas of focus.

Areas of focus: Birth Injuries, Brain Injury, Paralysis, Misdiagnosis, Negligence. Goal is to inform prospective clients that they may be a medical malpractice victim and offer representation to those qualified prospects.

Strategies

1. Deliver display and video ads to zip code groups in each market broken out by relevant counties. No additional targeting was added to these campaigns, partially due to privacy concerns.
2. Deployed Keyword Search Retargeting in each market with over 175 keywords related to malpractice, negligence, injury, lawyers, etc.
3. Installed site retargeting pixel to entice users to return to website.
4. Install phone call tracking pixel for users that clicked or saw ads then clicked to call in order to attribute phone conversions
5. Installed form fill tracking pixels for users that click or viewed ads then submit form to attribute conversions
6. Target users that clicked or viewed ad and left incomplete form fills

* Due to changes in privacy laws, website retargeting is no longer permitted for medical malpractice sites.

Results

7.7M

Unique User Reach

35

New Leads

Creatives

- Video
- Display

Key Solutions

General Audience Messaging

7.7 Million Unique Users Reached

Addressable Audience Retargeting

Cross device targeting of desired households

Keyword Search Targeting

175+ Keywords

Location Retargeting

Hospitals & Medical Buildings

