

Maximizing ROI With Smarter Search

Leading Ontario Law Firm

OVERVIEW

A well-established law firm operating across Ontario partnered with Postmedia to improve performance in an extremely competitive category – personal injury legal services – where search campaigns face high costs and limited margin for error. The firm's existing SEM efforts were underperforming, and they needed a solution that would increase ROI without driving up cost.

APPROACH

Postmedia developed a strategic search campaign focused on driving efficiency and relevance. This included targeting high-intent keywords, optimizing creative with dynamic ad formats and strong CTAs, and building out branded campaigns to defend impression share against competitors.

Location-based targeting and continuous optimization ensured that the campaign stayed aligned with user demand and search behaviour in key service areas.

CONCLUSION

The search campaign significantly outperformed previous efforts – tripling conversions across consultation requests, downloads, and calls. The branded campaign delivered a 5% increase in CTR, with 1,490+ total clicks and a more than 42% lift in impressions. These results showcased how smart targeting, and creative optimization can unlock stronger ROI in a high-stakes category.

3x

INCREASE IN CONVERSIONS

5%

INCREASE IN CTR

42%

INCREASE IN IMPRESSIONS

