



ANOTHER PPC SUCCESS STORY

LAW

GEO-TARGETING: MINNEAPOLIS METRO AREA



HIGHLIGHTS

TALKING POINTS

- Client has **increased budget** due to happiness with leads.
- Has added **multiple services and landing pages**
- Has added **Youtube & display**
- Client has **expanded** to new office locations and we've **expanded their campaigns** with it

RESULTS

**Average CPA is
\$80.5
for 6 months.**

CLIENT GOAL:

105
CPA

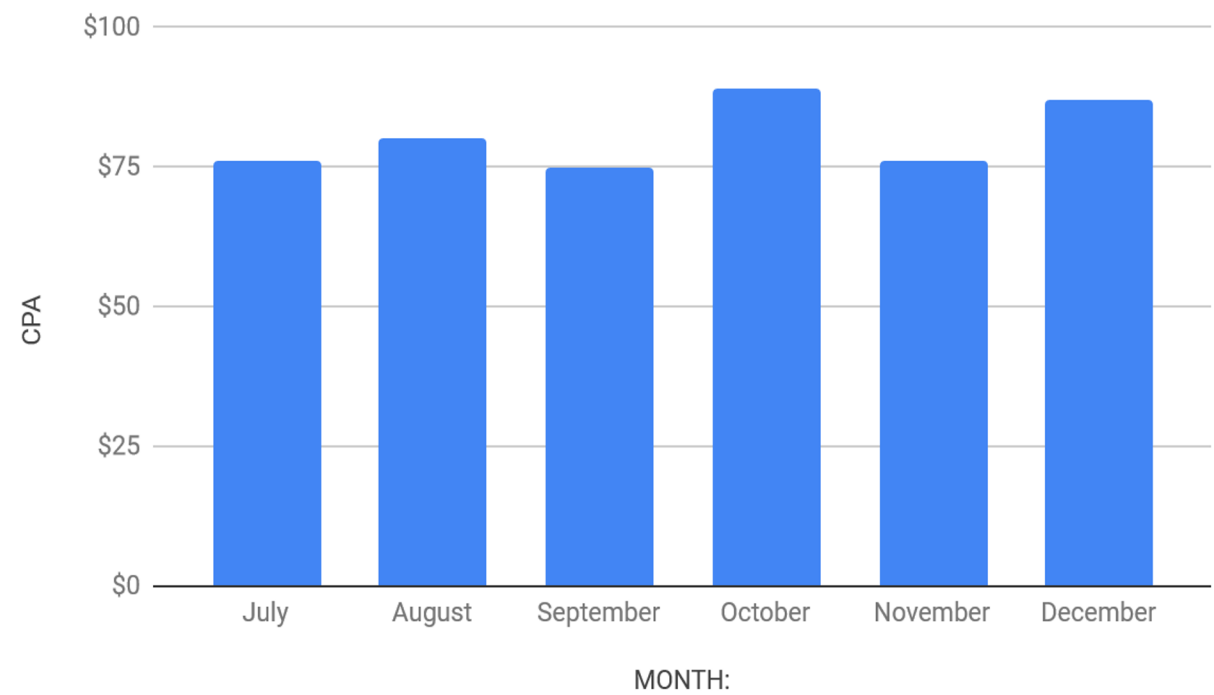
OUR RESULTS:

75
**CPA after 3
months**

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

PERFORMANCE DATA

CPA vs. MONTH:



GOAL:	105 CPA
MONTH:	CPA
July	\$76
August	\$80
September	\$75
October	\$89
November	\$76
December	\$87

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COMMENTS



“I would recommend IPPC. They do what they say. I feel I can trust them with my clients.”

- Agency Partner