




Oswalt Law Group



HOW CAMPAIGN & LANDING PAGE SEGMENTATION INCREASED LEAD VOLUME BY 99%

What challenges were Oswalt Law looking to solve?

Oswalt Law Group wanted to begin growing a specific practice area within their firm, primarily through PPC, however, the high cost per lead made them unable to do so. They needed lead cost to drop in order to make scaling the campaign financially viable.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none">• High Cost per Lead was preventing the firm from investing more in the Google campaign• Low lead volume was resulting in missing new client acquisition targets	 <ul style="list-style-type: none">• Created four new landing pages for each lead type that went into this practice area, boosting relevance for users versus the previous general page• Segmented keywords into four separate Google campaigns to have more control over budget for each lead type	 <ul style="list-style-type: none">• Looking at the 90 days before the changes versus the 90 days after, there were significant improvements!<ul style="list-style-type: none">◦ 99% increase in conversions from the same ad spend◦ 50% decrease in Cost per Lead◦ 32% Increase in Conversion Rate



"ParaCore has not received a review from Oswalt Law Group."

[NAME]

[Title], [Company]

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