

They had a Google Ads campaign running for a couple of years — small budget, underwhelming results. The kind of campaign that technically exists but isn't really doing anything. They weren't sure if it could work, or if they'd just been set up and forgotten.



3,300+ Leads. \$21 Per Lead. A Pennsylvania law firm. Volume tripled in 2 years.

THE CHALLENGE

A Google Ads account that had been running for two years with a small budget and nothing to show for it. No clear tracking, no optimization, no results. Just spend and hope — the kind of setup that makes business owners skeptical that digital ads can work at all.

WHAT WE DID

We took over in January 2024 and rebuilt the account from scratch. A high-intent Search campaign targeting people actively searching for bankruptcy help, paired with a Branded Keywords campaign to capture anyone already looking for the firm by name. Every dollar tracked. Every lead counted.

THE RESULTS

3,300+ inbound leads since takeover at a blended cost of just \square per lead. 1,461 phone calls tracked directly from ads. Lead volume nearly tripled from Q1 2024 to Q1 2026, while cost per lead dropped 40% as the campaigns matured — more leads, less spend per lead. By Q4 2025, results were strong enough that the firm increased their budget, and the pipeline grew to match.

THE BOTTOM LINE

A campaign that sat dormant for years became the firm's most reliable source of new clients. The results got better every quarter — and when the firm invested more, the system delivered more.

THE IMPACT

- Inherited a stagnant, underperforming account and rebuilt it from the ground up
- Grew lead volume nearly 3.5x from Q1 2024 to Q1 2026 — while CPL dropped 40%
- Results strong enough that the client increased their budget in Q4 2025
- 1,461 phone calls tracked directly from ads since January 2024