



Search Engine Marketing

Reach consumers as they are searching
online for your products & Services using
Amplified's SEM Services

CASE STUDIES



Case Studies by Vertical

- Attorney/Law Office
- Automotive
- Healthcare
- Landscaping

Attorney/Law Offices

Axley Brynelson

Ad Groups – December Reporting

Reporting period: 12/1/2015 – 12/31/2015

Ad group	Clicks	Impressions	CTR
Criminal Defense	26	2878	0.90%
Family Law	54	2743	1.97%
Personal Injury	16	1272	1.26%
Estate Planning Madison	18	1771	1.02%
Estate Planning Waukesha	41	4257	0.96%
Total	155	12,921	1.20%

CASE STUDY: Axley Brynelson Law Offices

<http://www.axley.com/>

Goal: Axley Brynelson's goal was to increase awareness and garner business for different practice focuses within their law firm. They were focusing on Family Law, Personal Injury, Estate Planning and Criminal Defense

Run Schedule: May 13, 2015 – December 31, 2015

Total Monthly Retail Budget: \$750 per practice emphasis; this customer was very savvy and understood the need to bid at a high CPC to get quality clicks.

Results:

- The campaign delivered 89,261 impressions, 978 clicks, 1.10% CTR.
- A bi-weekly call was held with the advertiser each week and she was pleased with the results. We are awaiting renewal.



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Automotive

New Ford {Keyword:Vehicles}
For A Quick Quote Contact Us Today
Serving Moline & Quad Cities
www.lindquistford.com

CASE STUDY: Lindquist Ford
<http://www.lindquistford.com/>

Goal: Lindquist ford wanted to enhance their SEM strategy to focus on dynamic bidding on their current inventory to increase sales and awareness.

Run Schedule: November, 4th 2015 – June 2106

Total Retail Budget: \$32,000 (\$22,400 wholesale)

Total Monthly Retail Budget: \$4,000 (\$2,800 wholesale)

Targeting Options Used: Dynamic inventory SEM, targeting Quad Cities DMA

Results:

- The campaign has delivered 40,796 impressions and 1,542 clicks to the site for a 3.78% CTR. Average position is 2.0.
- Client had the best November in history and finished 2015 off stronger than they had ever projected. There was a large gap to goal when we met with the client in October and we were able to shore up the gap by end of year.



Healthcare

Friendly Family Dentist

A Local General Practice Near You.
Fear Not, Painless & Affordable!
www.crevecoeurdentist.com/Family
(mobile)

Friendly Family Dentist

A Local General Practice Near You.
Fear Not, Painless & Affordable!
www.crevecoeurdentist.com/Family

Top Rated Local Dentist

Michael E. Thum DDS Drills Out Five
Star Reviews. Book An Appointment!
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(mobile)

Dr. Michael E. Thum DDS

Serving Creve Coeur, Since 1978!
Read More & Book an Appointment.
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(mobile)

Dr. Michael E. Thum DDS

A Family Dentistry in Creve Coeur.
Read Our Patient Recommendations!
www.crevecoeurdentist.com/Family
(mobile)

CASE STUDY: Michael E. Thum DDS

<http://www.crevecoeurdentist.com/>

Goal: Michael E. Thum DDS' goal is to increase brand awareness and bring in new patients in select suburbs of St. Louis within reasonable driving distance. They are a full service family dental practice.

Run Schedule: February 17th, 2014 – February 1st, 2016 (ongoing)

Total Retail Budget: \$40,800 (\$24,480 wholesale)

Total Monthly Retail Budget: \$1,700 (\$1,020 wholesale)

Targeting Options Used: Advanced Audience (families), Topic/Contextual (dental care), Hyperlocal (7 miles around competitive dental offices), Review Oriented (trusted choice), Mobile Friendly

Results:

- The campaign 304,144 impressions; 4,000 clicks for a 1.32% CTR
- We have not been advised of specifics, but they have been getting several new clients a month.

Creative: In order of highest clicks



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Landscaping

A and K Landscaping

Unlike The Other Guys, We Show Up On Time - Every Time. Call Today!
www.a-and-k-landscaping.com

A and K Landscaping

Tired of No Shows? Let Us Be The Last Landscaper You Hire Today.
www.a-and-k-landscaping.com

Professional Landscaping

Tucson Landscaper Seeks Dirty Yard For Cleanup. Thinking Long Term.
www.a-and-k-landscaping.com

Professional Landscaping

Tucson Landscaper Seeks Dirty Yard For Cleanup. Thinking Long Term.
www.a-and-k-landscaping.com
(mobile)

Professional Landscaping

No Smoking on Your Property. No Lawn Clippings On The Driveway.
www.a-and-k-landscaping.com

Professional Landscaping

Get 50% off The First Month with One Year Maintenance Contract.
www.a-and-k-landscaping.com
(mobile)

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www.a-and-k-landscaping.com

CASE STUDY: A and K Landscaping

<http://www.a-and-k-landscaping.com/>

Goal: A and K Landscaping's goal was to increase brand awareness on the digital front and bring in new customers for both commercial (contracts) and residential in and around Tucson and Cochise County.

Run Schedule: January 13th, 2014 – February 1st, 2016 (ongoing)

Total Retail Budget: \$9,900 (\$5,940 wholesale)

Total Monthly Retail Budget: \$450 (\$270 wholesale)

Targeting Options Used: Advanced Audience (Residential & Commercial), Topic/Contextual (lawn maintenance, Call to Action (50% off first month of contract), Mobile Friendly, Comedic Ads, Differentiation from Competition (ads point out benefit over the other guys)

Results:

- The campaign 346,328 impressions; 2,749 clicks for a 0.79% CTR
- We've been advised they have numerous new commercial contracts and a steady stream of new, potential lifetime, residential customers.

Creative: In order of highest clicks



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