

Colombo & Hurd increases mobile clickthrough rate by 53 percent with enhanced campaigns



About Colombo & Hurd

Founded in 2006, Colombo & Hurd is a law firm headquartered in Orlando, Florida, with a second Florida office in Miami and two additional offices in South America. The firm's clients include corporations and families in need of legal counsel and defense.

To learn more, visit

www.colombohurd.com

At a Glance

- Improved bidding and targeting for device, time, and location in less than 30 minutes
- Increased mobile acquisitions by three times
- Raised mobile CTR 53 percent and lowered mobile CPC 13.6 percent

Founded in 2006, Colombo & Hurd, PL is a law firm headquartered in Orlando, Florida, with another office in Miami and two in South America. The firm dedicates itself to serving people and businesses through its law practice. Colombo & Hurd's main clients include corporations and families in need of legal counsel and defense.

Enhancing campaign performance

Attorneys at Colombo & Hurd have a singular goal with their paid search campaigns: for potential clients to contact the firm and schedule an in-office consultation. Like many small and medium-sized businesses (SMBs), the firm wanted to focus its AdWords efforts on achieving its advertising goal, but it lacked the time and staff to do so. Colombo & Hurd required a lightweight and easy way to improve performance, and found a solution in AdWords enhanced campaigns.

Making the upgrade

Colombo & Hurd teamed up with its paid search software and services partner, WordStream, a Google Certified Partner, to make the upgrade to enhanced campaigns in April 2013. Enhanced campaigns enable advertisers to customize bidding strategies for time, location, and device — all from a single campaign.

"It was painless to make the switchover to AdWords enhanced campaigns and it also greatly simplified our campaign management."

— Rusten C. Hurd, founding partner, Colombo & Hurd

It all started with mobile

Colombo & Hurd knew that mobile ads were a key driver of in-office consultations, so the team took a number of steps to improve their mobile advertising performance. First, they set their mobile bid adjustments to 25 percent higher than desktop bids. Then, they made changes to their ads to make them more relevant for mobile users. They used call extensions to link their business phone number with their ads, and created mobile-preferred ads to add a mobile-specific call to action for on-the-go searchers. In this case, they added the words "Call Now" to ads viewed on mobile phones. With this setup, they could now receive phone calls from ad clicks.

Colombo & Hurd looked into other ways to determine how their ads lead to conversions. Conversions are something the business considers valuable, like a click or a phone call. In order to quantify the value of mobile ads, the firm took advantage of the calls as conversions feature to designate calls lasting longer than 180 seconds as conversions. This armed the Colombo & Hurd with concrete data on multiple ways mobile ads were valuable to the firm.



WordStream

About WordStream

Founded in 2007, Boston-based WordStream develops innovative search marketing software and provides managed PPC advertising services. The WordStream platform lives in the cloud, delivering customer requests on-demand and adapting to changes in the industry.

To learn more, visit
www.wordstream.com

About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

To learn more Google AdWords, visit
<http://adwords.google.com>

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— Rusten C. Hurd, founding partner, Colombo & Hurd

Timing is everything

After refining its mobile strategy, the firm next sought to make improvements to its campaigns based on time of day. The team believed calls made during daytime office hours, when a lawyer was available to screen potential clients, tended to be the most valuable. For this reason, they used bid adjustments to increase bids by 20 percent between the hours of 8 a.m. to 6 p.m. when the office was open. They kept bids at their standard levels when the office was closed.

Location, location, location

The firm further wanted to be able to show its ads to potential clients who would be most likely to come in for an in-office consultation — people within driving range of the firm. In order to do this, the team set up radius targeting to reach searchers within a 5, 20, and 50-mile radius around the Orlando office. The firm is currently analyzing data from these location targets to identify trends, and plans on using this information to set location bid adjustments in the future.

Instant upgrade

"The entire process of optimizing the firm's device, time, and location bid strategy took less than 30 minutes," said WordStream's Success Manager, Erin Sagin. The process was also easy for Colombo & Hurd: "It was painless to make the switchover to AdWords enhanced campaigns," says Rusten C. Hurd, founding partner, "and it also greatly simplified our campaign management."

Delivering high performance

Within a month, the firm's results with enhanced campaigns were overwhelmingly positive. The new ads delivered top performance, with a high average position.

One interesting finding was that a high proportion of the firm's traffic — 42 percent — came from mobile devices. The team quickly decided to adapt more ad groups for mobile and develop an improved, mobile-friendly website.

The firm's mobile statistics were also positive. With enhanced campaigns, mobile clickthrough rate (CTR) rose 53 percent, while cost-per-click (CPC) fell 13.6 percent. Overall, mobile conversion rate increased by three times while cost-per-acquisition (CPA) dropped by 149 percent.

Continuing to upgrade

Moving to AdWords enhanced campaigns has shown the value of mobile traffic in Colombo & Hurd's client acquisition efforts. The firm will continue migrating ad groups and campaigns to multiscreen campaigns, while continuing to refine time and location bids. "The vast majority of clients find us through Google," Hurd says. "We're thrilled with AdWords enhanced campaigns. I'm really happy to have made the upgrade."

