



Industries / Legal

The client is a legal service provider firm in South Africa. The firm has a team of highly qualified and skilled Attorneys who are experts in their respective law fields. Firm offers legal services in business corporate law, family law, property law, criminal law, personal injury and litigation.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

Problem Statement

Earlier, client's website was managed by another PPC agency. Despite of having good budget and attracting lots of clicks, client was not getting desired conversion rate. Hence cost per conversion was not falling within the budget range.



CIS Solution

When the client approached CIS for their PPC project, following steps were taken to manage their PPC campaign:

- All irrelevant keywords were paused.
- Negative keywords were added to block unwanted traffic.
- Effective and relevant ads were made to increase the CTR.
- New keywords were researched and were added in exact match and broad match modifiers.
- Bidding type was changed and average position was adjusted to attain more clicks and conversions.

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Services

- Pay Per Click
- Search Engine Marketing
- Campaign Management/Ad Copy Creation
- Bid Management
- Keywords Research
- Website Speed Optimization(Mobile and Desktop)
- Conversion Rate Optimization

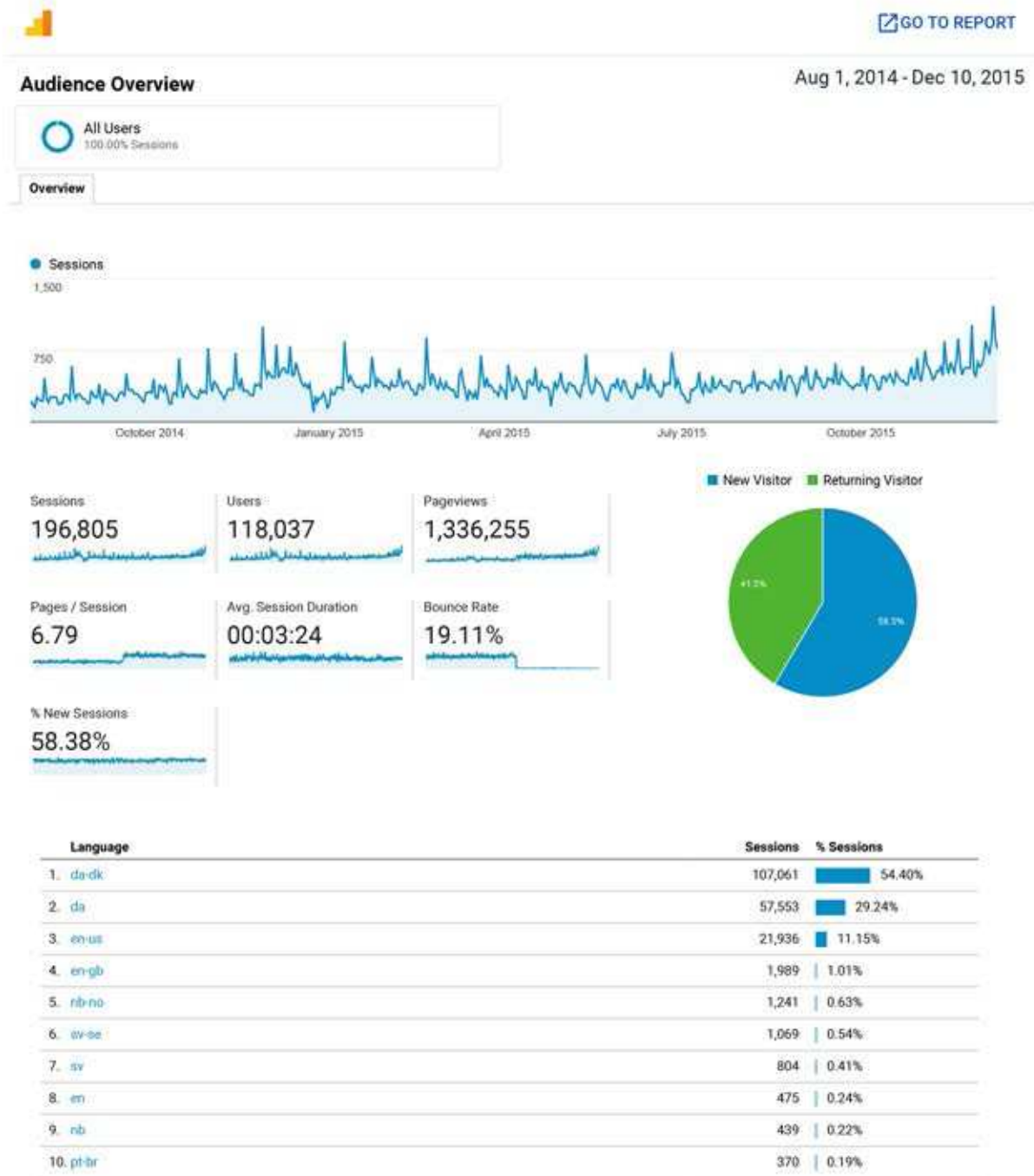
Tools and Technology



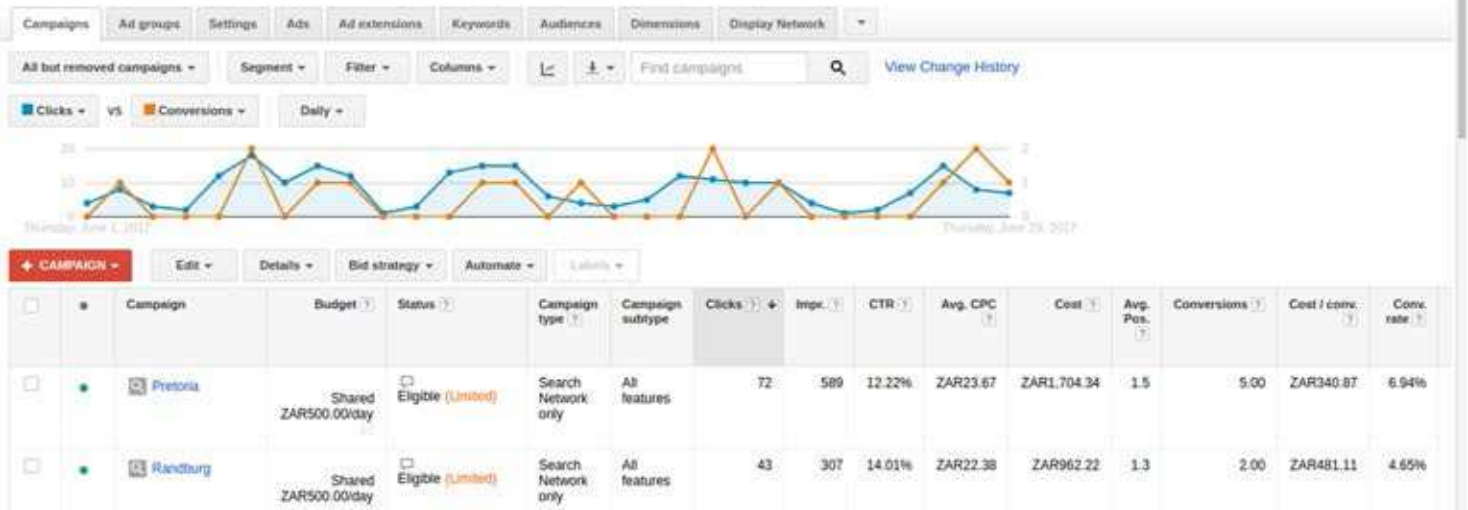
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Positive Outcome

Improvements were seen within 3 days in which conversion rate improved from 6% to 10%, and cost per conversion reduced from R52 to R35. The website attracted more clicks and conversions improved from 32 Per Month to 58 in a Month.



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Our Achievements

 <p>14+ YEARS IN BUSINESS</p>	 <p>05 WORLDWIDE OFFICES</p>	 <p>1000+ EXPERT TEAMS</p>	
 <p>12+ Yr WEB EXPERIENCE</p>	 <p>7+ Yr MOBILE EXPERIENCE</p>	 <p>7+ Yr MARKETING EXPERIENCE</p>	 <p>100+ WORLDWIDE CLIENTS</p>

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Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

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