



DISPLAY & PRE-ROLL VIDEO ADVERTISING CASE STUDY

NOTE: Due to privacy concerns, this client's name has been removed

Market: New York, New York

Practice Area: Mesothelioma Cancer



BACKGROUND & GOALS

Our client is a New York-based law firm that focuses on nationwide mesothelioma victims' legal rights and compensation. This firm had a timely and unique opportunity: Two of its major competitors in the home market were undergoing closures and indictments. We needed an aggressive and effective strategy to saturate the NYC market in a timely fashion in order to assert our client as **the** authority for mesothelioma litigation (among other practice areas).

As a smaller law firm, our client needed a marketing strategy that could saturate a major marketplace among a very niche audience without straining a limited budget.



CAMPAIGN STRATEGY



STRATEGY

Page 1 Solutions developed a strategic online advertising campaign using dynamic display and video ads while integrating retargeting. The strategy of this dynamic campaign was as follows:

Advertising in a Huge Market While Targeting a Niche Audience

Part of our biggest challenge was advertising in a top 5 US market and finding/targeting individuals either affected by or researching mesothelioma. We knew the targeting capabilities of online advertising would give us our best chance for getting the most out of an advertising budget over traditional media tactics.

Through our campaign research and setup, we were able to outline a list of contextual keyword-based targeting methods along with behavioral, demographic, and geographical ones. This framework helped us focus in on a very specific person within an area consisting of over 8.4 million people.

Following Consumers Throughout Their Process

Because of our audience research and targeting methods, we were able to deliver ads to consumers who either were currently searching for mesothelioma content or had already viewed mesothelioma content across their online journey. This helped us deliver our messaging and ads to these individuals across multiple websites and platforms for several weeks using our various pieces of creative.

After an individual interacted with one of our ads (whether video or display), we could follow their online paths in order to stay top-of-mind and deliver enough impressions to give them the confidence needed to contact the firm.



STRATEGY

Asserting Our Brand

As part of the overarching strategy, saturating the NYC market with the firm's brand was a major priority within this campaign. Since the market had a timely void from the loss of competition, we needed to be everywhere online.

We needed to assert and reinforce our client's presence across the Internet so that a visitor who went to a local news site or a national website would see the brand and message of the firm everywhere once they were targeted. This was important not only for making our client memorable and authoritative but also in order to generate clicks on our messaging.



THE RESULTS





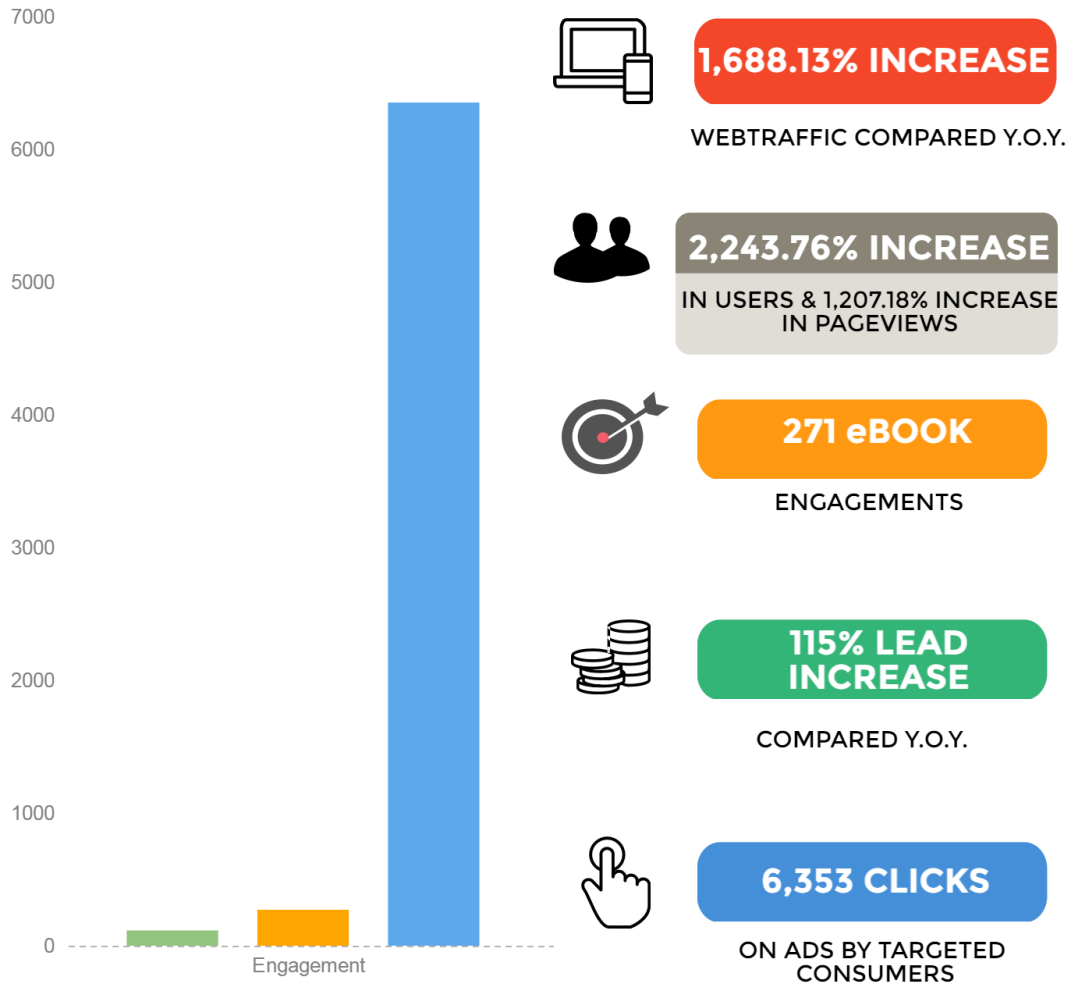
2015 DISPLAY CAMPAIGN

RESULTS

This display and pre-roll retargeting campaign launched in July of 2015 and ran for 6 months. In that time, the following data was recorded:



ENGAGEMENT





ENGAGEMENT



.72% CTR

CLICK-THROUGH-RATE FOR
THE ENTIRE CAMPAIGN



**888,367
IMPRESSIONS**

WITHIN NYC MARKET



47% ORGANIC

TRAFFIC INCREASE FEB-MAR 2016
AFTER CAMPAIGN HAD COMPLETED

ADVERTISING

ROI



PAGE1 SOLUTIONS
DOMINATE THE INTERNET LLC



WEBSITE TRAFFIC

- Enormous increases in acquisition traffic during this period when compared to previous year
- Residual campaign benefits include over a 42% growth in Organic Traffic

Acquisition			
	Sessions	% New Sessions	New Users
	1,688.13% ↑	32.26% ↑	2,264.96% ↑
1 Direct	4,502.39% ↑		
2 (Other)	7,071.08% ↑		
3 Display	409.53% ↑		
4 Paid Search	1,174.72% ↑		
5 Referral	244.03% ↑		
6 Organic Search	42.52% ↑		
7 Social	67.44% ↑		



IMPACT

This case study shows the effectiveness of online display and pre-roll video advertising and retargeting. Within 6 months we were able to attract more relevant website traffic through advertising than the website had experienced in 3 years of organic.

This proves the power of building a brand through relevant and well-strategized targeting methods that follow your audience across websites, apps, and social platforms. We were able to not only saturate the NYC market, but generate clicks on a super-niche practice area that ultimately led to a large increase in monthly leads and gave our client a competitive edge.