

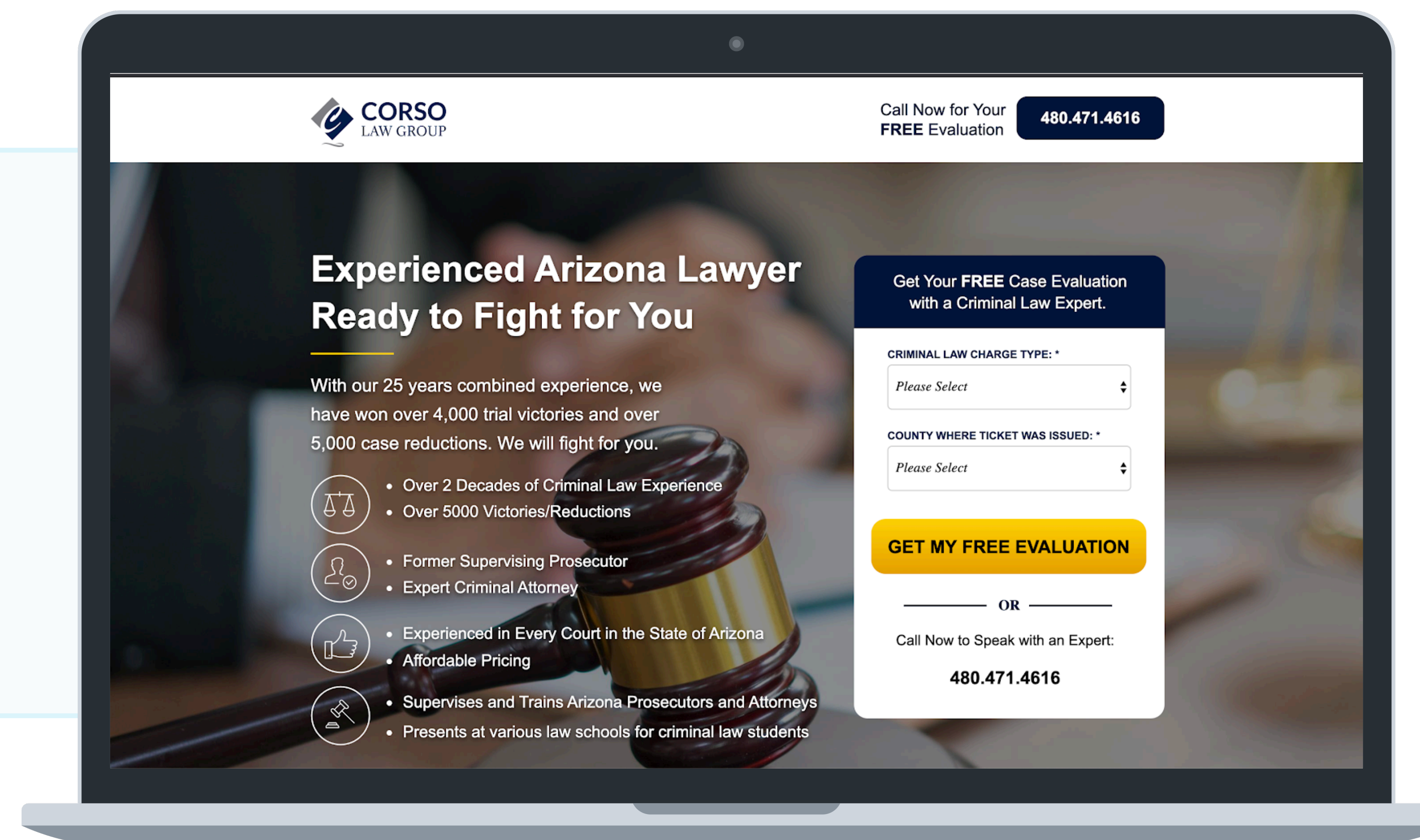
How Corso Law Group Saw Conversions Rise Through Call-Only Ads and Personalized Landing Pages

Founded by former Maricopa County Attorney's Office prosecutor Christopher P. Corso, Corso Law Group has quickly garnered a reputation for its effectiveness in the courtroom and for being a strong advocate of defendants' rights.

Corso Law Group was struggling to personalize its marketing funnel for each of their services. Through Dynamic Text Replacement on their landing pages, call-only ads, and other PPC and CRO tactics, we were able to work together to **increase conversion rates by 12%** while cutting spend in half.

How We Did It:

- Negative Keywords
- Micro-Conversion Tracking
- Call-Only Ads
- Dynamic Text Replacement Landing Pages



The Results



12%

Increase in Conversion Rate



11%

Increase in Search Impression Share



12%

Decrease in Bounce Rate



"KlientBoost vigorously tested strategies within our account to find what would bring our firm the most success. They were quick to pivot strategies when things were not working and always found new action items to test. They had multiple eyes constantly on our account and really catered towards our wants/needs."

Megan Hawkins - General Manager | Corso Law Group