

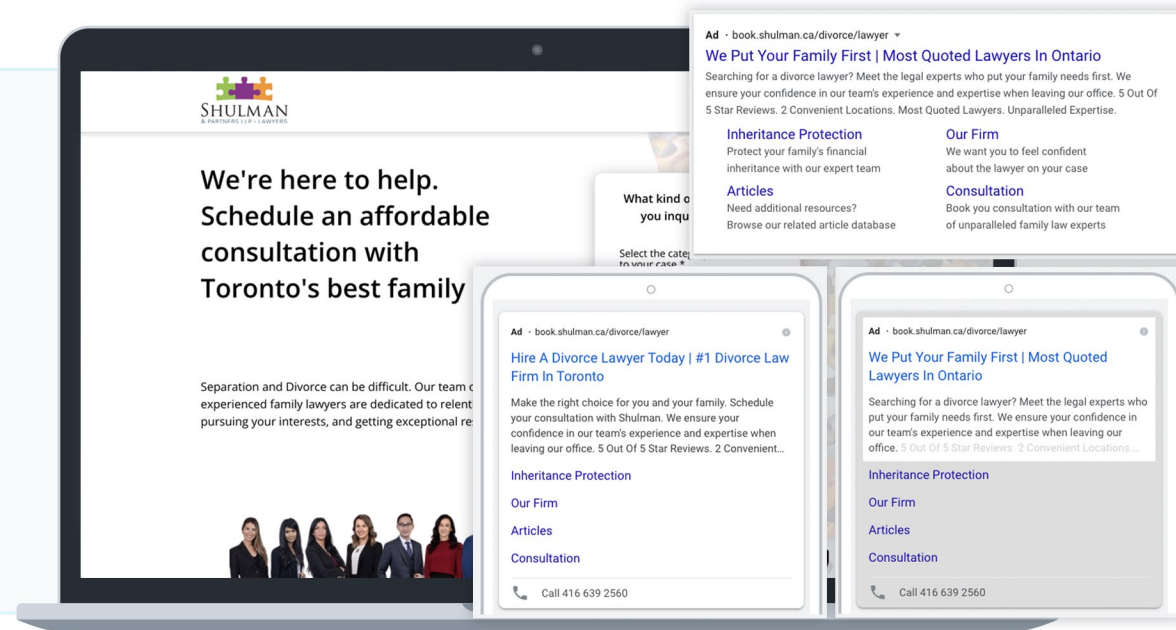
Shulman & Partners Increased Their CTR By 175% And Their Conversions By 42% Through Smart Bidding

Shulman & Partners LLP is a modern law firm with a team of dedicated and result-oriented Ontario family law lawyers. With a focus on family law, Shulman & Partners are notorious, accomplished professionals frequently cited in Ontario mainstream media and comment regularly on family law issues on top media channels such as BNN Bloomberg, Global News, and National Post. Their family lawyers are relentless in achieving their client's goals through the onset of their involvement in the case to developing a clear strategy on how the results will be obtained.

Shulman & Partners LLP hired KlientBoost as they were in need of a partner who could deliver results and continue to test new techniques to achieve the number of high-quality leads for consultations they wanted in their pipeline. **Through techniques such as smart bidding, a custom landing page, adding in callout extensions and relevant sitelink extensions, implementing negative keywords, and restructuring expanded text ads,** KlientBoost was able to open the door and bring in high-quality prospects to Shulman's Law pipeline. **The results Shulman Law saw to their campaign were a staggering 175% increase to their CTR, a 42% increase in their conversions, and a 46% decrease in their CPA.**

How We Did It:

- Smart Bidding
- Custom Landing Page
- Added In Callout Extensions
- Implemented Negative Keywords
- Added in Relevant Sitelink Extensions
- Restructure Expanded Text Ads



The Results

↑ **175%**
Increase in CTR

↑ **42%**
Increase in Conversions

↓ **46%**
Decrease in CPA



"The team is very easy to work with: great communication, streamlined processing, and digestible reporting. We have the pleasure of working with Elisha, who exudes positivity and a passion for her work. Elisha and her team not only understand our needs but also predict trends and help implement a variety of campaigns. It's been a great experience."

Amilia Goodrich - Brand Manager | Shulman & Partners LLP