

Category:

PPC Management

Facebook Marketing

NANDA
& ASSOCIATE LAWYERS

Established In: 2003

Background: Nanda is a boutique law firm providing customized legal solutions to meet unique client needs.

Pain Point: Lack of leads from Facebook Ads campaigns.

The CDP Strategy: Facebook photo ads campaign overhaul and optimization.

RESULTS

1,025%
Increase in
Leads

81.91%
Decrease in
Cost/Lead

MONTH	LEADS	COST/LEAD
May	4	\$307.32
September	45	\$55.58

