



LawDepot: Bringing legal ease to paid search



The challenge

Extending the company's reach, enabling LawDepot to provide legal solutions and resources around the globe

The solution



Going all in with Bing Ads, leveraging broad match modifier for more qualified traffic, and implementing feature adoption best practices to increase business growth.

The results

LawDepot achieved the following results:

“

Looking year over year from this time in 2016, our profit from Bing Ads has doubled.

”



Chris Bordato
Director of Performance Marketing
LawDepot

Want to learn more? [Read the full story.](#)



56% increase to CTR
with lower CPC and CPA



22% decline in CPAs, with a
22 percent increase in conversions

Results provided to
Bing by LawDepot

SIGN UP NOW



LawDepot™

LawDepot offers an extensive library of legal forms and resources, and since 2001 has helped more than 4 million people save billions in legal fees.

- Industry:** Legal
- Market:** U.S., CA, UK, AU and IE
- Target customers:** Everyday people with legal needs
- Products used:**
 - Broad match modifier
 - Expanded Text Ads
 - Sitelink Extensions
 - Enhanced Sitelinks

#BingAdsStories #BingNetwork