

← Back



# Google Ads Case Study in The Digital Forensics Niche

**Client:**

Garrett  
Discovery Inc

**Industries:**

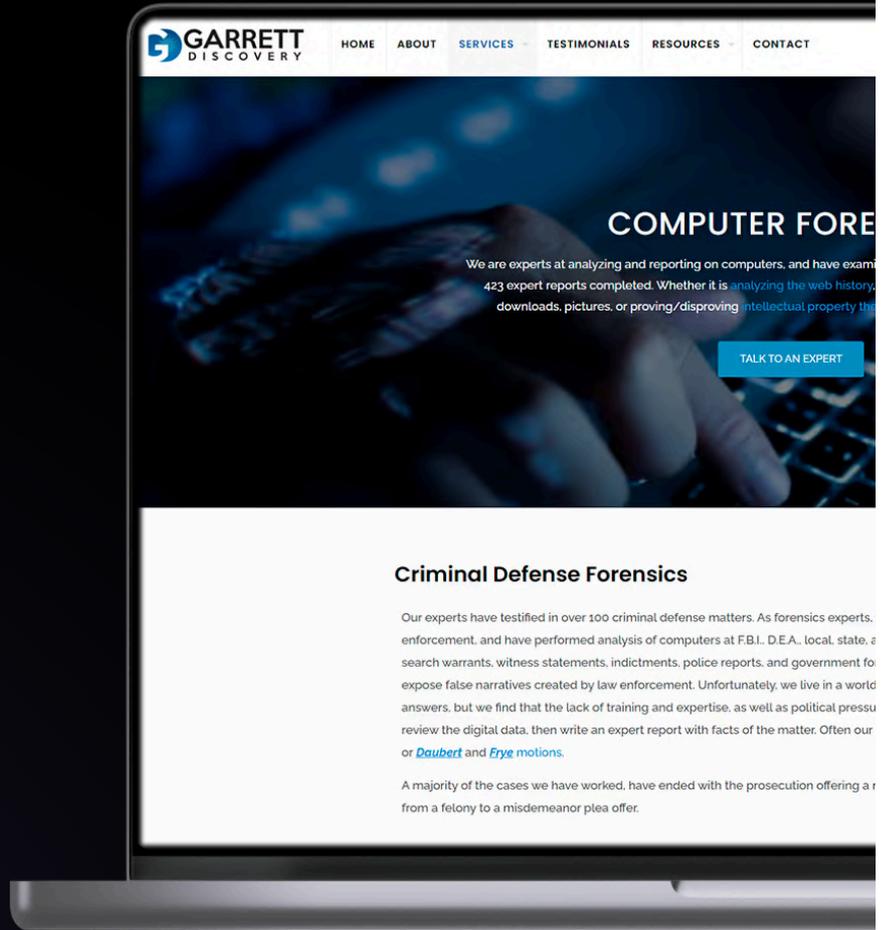
Digital  
Forensics

**Services:**

Google Ads,  
Google  
Analytics 4

**Tools:**

Google Ads,  
Google Tag  
Manager,  
Google  
Analytics 4



## How We Started Getting 4 Times More Leads

# Without Changing The Monthly Budget

## Service:

Google ADS audit, setup and optimization. Google Analytics 4 & Google Tag Manager setup.

## Business area:

Digital forensics services.

## Niche features:

- The target audience is lawyers who represent their clients and try to find evidence that will influence the court's decision;
- Expensive topic, average CPC in the search network is from \$10 to \$30.

**GEO:** USA

**Monthly ad budget:** \$8000

**Goals:** Increase the number of leads with Google ADS without increasing the monthly advertising budget

**Input data:** A client came with a request to audit his Google Ads account, since he spends \$8,000 a month on advertising and receives an overwhelming number of irrelevant calls and requests

## What Was Done Before Working With Our Agency

###The Google Ads account was set up with:

- 38 search campaigns with ad groups on common queries;
- 1 dynamic search campaign with site index targeting;
- 2 Google Display Network (GDN) campaigns;
- 3 Smart campaigns;
- A goal to track the number of Calls from Ads;

Data from Google Ads account

Campaign	Avg. cost	Cost	Bid strategy type	Viewable CTR	Avg. viewable CPM	Viewable impr.	Clicks	Conv. rate
Total: Campaigns in your current view	US\$2.99	US\$61,208...		1.04%	US\$8.10	327,628	20,503	7.09%
search - FL - VF-AF	US\$7.16	US\$10,056...	Manual CPC	—	—	0	1,404	4.99%
2204 US-CD	US\$2.61	US\$7,547.87	Maximise conversions	2.33%	US\$33.23	6,868	2,887	2.34%
2204 US-VF	US\$3.16	US\$4,431.66	Maximise conversions	0.96%	US\$6.70	65,110	1,403	12.21%
2204 US-AF	US\$3.43	US\$4,295.23	Maximise conversions	0.73%	US\$5.45	68,341	1,252	9.90%
Digital Forensic Based Ad	US\$1.88	US\$4,044.49	Maximise conversion value	2.50%	US\$21.81	2,038	2,148	11.17%
search - USA - Mobile Phone Forensics	US\$5.01	US\$3,949.65	Manual CPC	—	—	0	789	5.07%
search - USA - Computer Forensics	US\$4.81	US\$3,947.86	Manual CPC	—	—	0	821	5.05%
Video Based Ad	US\$1.86	US\$3,715.28	Maximise conversions (Target CPA)	0.35%	US\$2.91	8,108	1,993	2.96%
2204 FL	US\$4.58	US\$3,475.24	Maximise conversions	2.55%	US\$29.88	3,101	758	19.81%
dynamic - usa - index	US\$2.95	US\$2,965.41	Manual CPC	—	—	0	1,004	5.53%
2204 US-MF	US\$2.73	US\$2,244.42	Maximise conversions	1.09%	US\$9.65	6,345	821	16.88%
2204 US-PM	US\$1.59	US\$1,898.66	Maximise conversions	1.65%	US\$13.85	40,523	1,195	1.17%

Conversion goals from Google Ads account

Phone call lead Account-default goal 2 of 48 campaigns Edit goal

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
Calls from Smart Campaign Ads	Primary	Call from Ads	36.00	0.00	No recent conversions	
Calls from ads	Primary	Call from Ads	6.00	6.00	No recent conversions	
Call From Ads	Primary	Call from Ads	0.00	0.00	No recent conversions	

### The Google Analytics account was set up with:

- A goal to track the number of visits to the contact page.

From Google Analytics

+ NEW GOAL Import from Gallery Search

Goal	Id	Type	Past 7 day conversions	Recording
Contact Us	Goal ID 1 / Goal Set 1	Destination	0	ON

Show rows 10 1 - 1 of 1

## Results before working with our agency

### Results for 1 month (14.03.2023 — 14.04.2023):

- Clicks — 1474;
- Conversion rate — 1.09%;
- Cost per conversion — \$447;

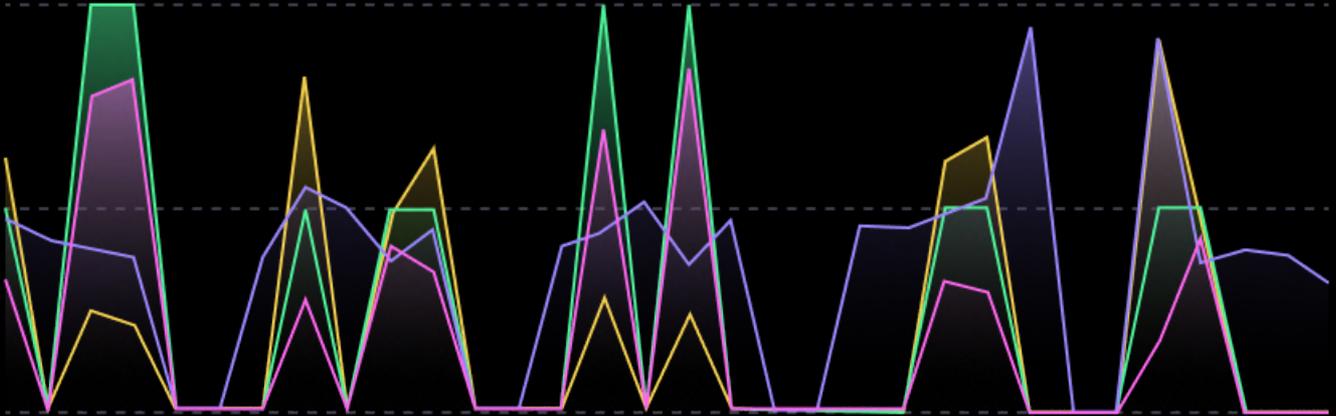
- Conversions - 16 (Only Calls from Ads conversion was tracked in Google Ads, and in Google Analytics only the goal for visits to the Contact Us page was set up, which does not show the actual number of contacts with the client);

Clicks  
**1.47K**

Conv. rate  
**1.09%**

Cost / Conv.  
**\$447**

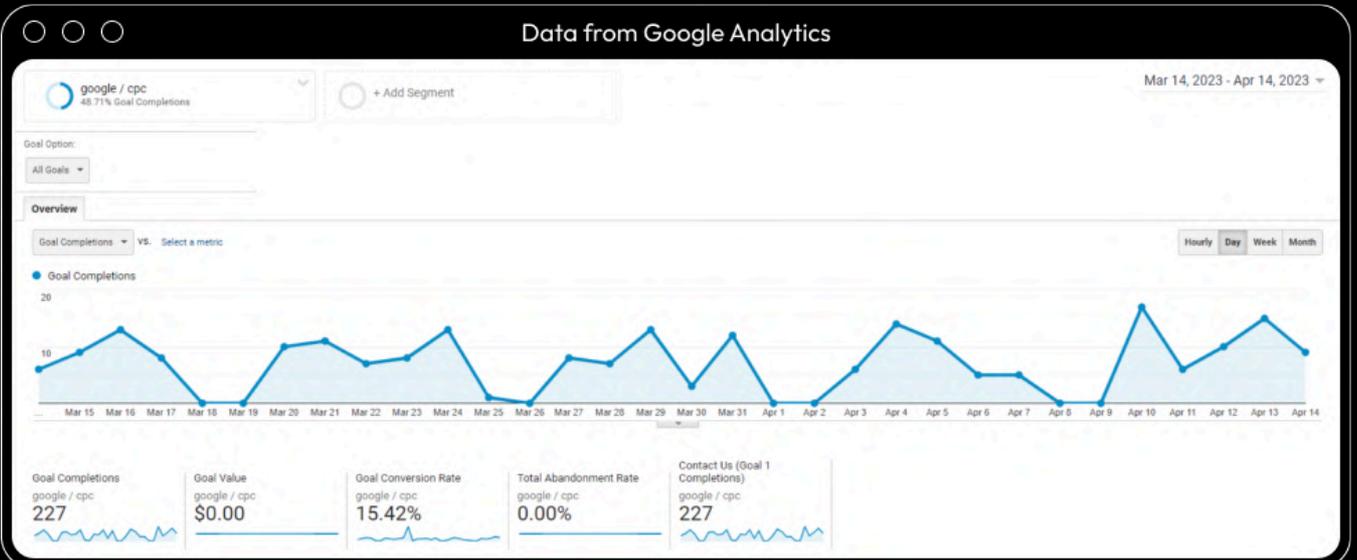
Conversions  
**16.00**



Mar 14, 2023

DATA FROM GOOGLE ADS ACCOUNT

Apr 14, 2023



# What our agency has done

## 01

First of all, we audited the Google Ads account and here's what we found out:

- The names of the advertising campaigns and groups were incoherent and unstructured, often the name consisted only of numbers, which did not make it possible to understand at first glance what exactly the previous Google Ads specialist was launching and testing.

Campaign names

<input type="checkbox"/>	<input checked="" type="checkbox"/>		2204 US-SM	US\$3.02	US\$265.54	Maximise conversions
<input type="checkbox"/>	<input checked="" type="checkbox"/>		2204 US-PM	US\$1.60	US\$251.15	Maximise conversions
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Campaign #1	US\$2.06	US\$222.24	Maximise conversions (Target CPA)
<input type="checkbox"/>	<input checked="" type="checkbox"/>		search - FL - VF-AF	US\$18.59	US\$185.90	Manual CPC
<input type="checkbox"/>	<input checked="" type="checkbox"/>		2204 US-ED	US\$3.66	US\$128.09	Maximise conversions (Target CPA)

Group names

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	Not eligible Campaign removed	US\$5.30	Standard	789	10,169	7.76%	US\$5.01	US\$3,949.65
Total: Ad groups in your current view						789	10,169	7.76%	US\$5.01	US\$3,949.65
Total: Campaign						789	10,169	7.76%	US\$5.01	US\$3,949.65

- The dynamic search campaign was targeting blog pages that were bringing non-converting traffic and wasting the advertising budget.

Targeted URLs

<input type="checkbox"/>	Dynamic ad target ↑	Added to
<input type="checkbox"/>	URL equals https://www.garrettdiscovery.com/digital-forensics-private-investigator-laws/	dynamic - usa - index
<input type="checkbox"/>	URL equals https://www.garrettdiscovery.com/electronic-medical-records-emr-vs-legal-medical-records-and-audit-trails/	dynamic - usa - index

- Search queries were not cleaned or added to negative keywords. Users often came to the website looking for products from Adobe or AI services. Unfortunately this resulted in the loss of thousands of dollars.

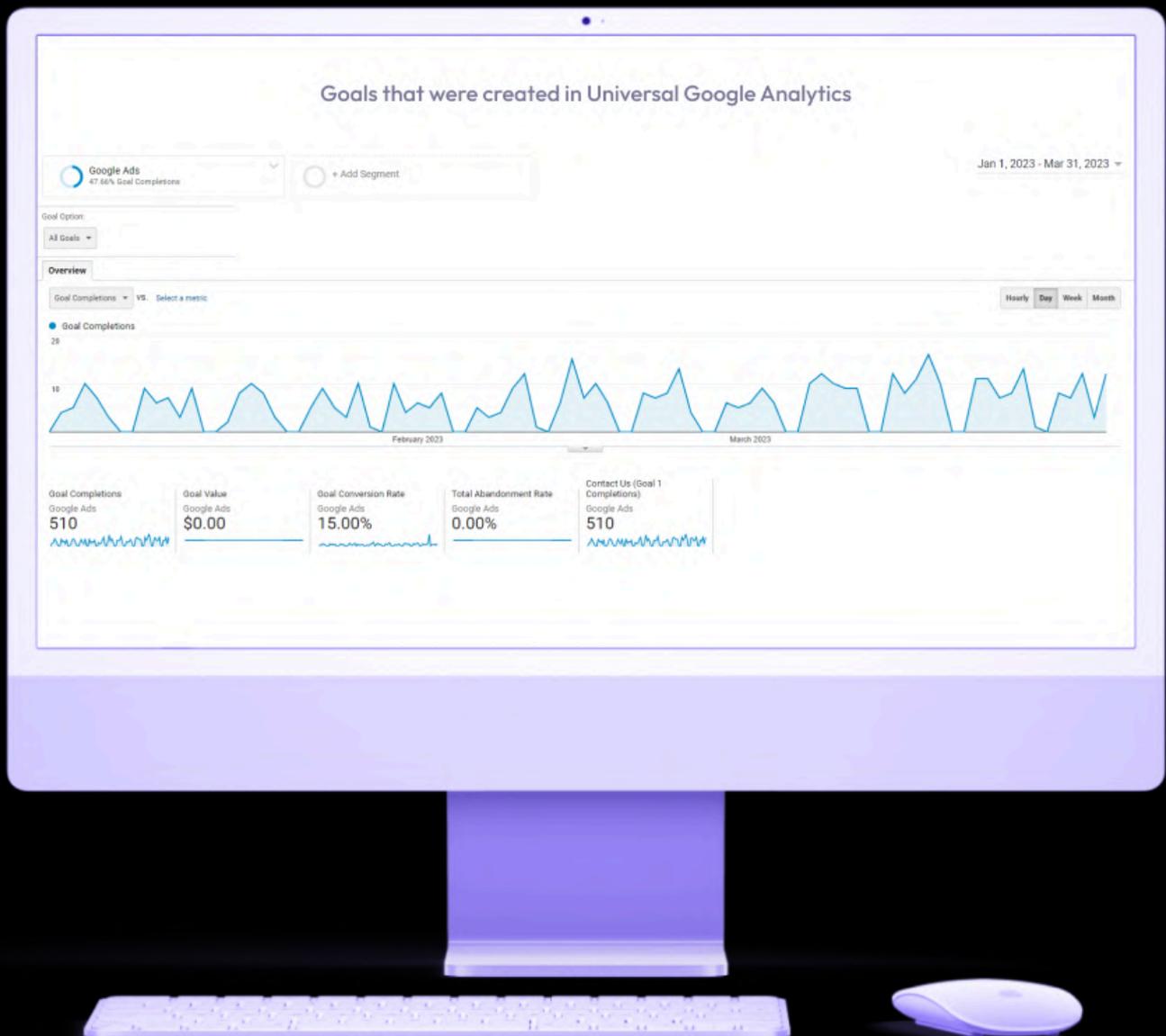
Search terms												
<input type="checkbox"/> Search term	Ad group	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost	Campaign type	Conv. rate	Conversion	Cost / conv.	
Total: Search terms ⓘ		US\$136.86	168,228	8,926 Clicks	5.31%	US\$2.58	US\$23,023.09		6.29%	561.17	US\$41.03	
<input type="checkbox"/> adobe audio enhancer	National Audio Forensics	US\$329.68	1,285	65 Clicks	5.06%	US\$6.52	US\$423.64	Search	0.00%	0.00	US\$0.00	
<input type="checkbox"/> digital forensics	Criminal Defense Forensics	US\$251.46	1,207	31 Clicks	2.57%	US\$9.79	US\$303.51	Search	3.23%	1.00	US\$303.51	
<input type="checkbox"/> it consulting companies in usa	Digital Forensics	US\$171.32	1,721	409 Clicks	23.77%	US\$0.72	US\$294.85	Search	0.00%	0.00	US\$0.00	
<input type="checkbox"/> video quality enhancer	Video Keywords	US\$245.80	931	169 Clicks	18.15%	US\$1.35	US\$228.84	Search	0.00%	0.00	US\$0.00	
<input type="checkbox"/> video forensics	National Video Forensics	US\$843.45	249	20 Clicks	8.03%	US\$10.50	US\$210.02	Search	11.25%	2.25	US\$93.34	
<input type="checkbox"/> social media investigator	National Social Media	US\$184.82	956	53 Clicks	5.54%	US\$3.33	US\$176.69	Search	17.92%	9.50	US\$18.60	
<input type="checkbox"/> ai audio enhancer	National Audio Forensics	US\$510.84	298	23 Clicks	7.72%	US\$6.62	US\$152.23	Search	0.00%	0.00	US\$0.00	
<input type="checkbox"/> video enhancer	Video Keywords	US\$145.54	1,000	108 Clicks	10.80%	US\$1.35	US\$145.54	Search	0.00%	0.00	US\$0.00	

- Some keywords launched were irrelevant and brought untargeted traffic. Here are a few of them: forensics jobs, forensic training, history of forensic science.

<input type="checkbox"/>	●	forensics jobs	Broad match
<input type="checkbox"/>	●	"computer forensic analysis"	Phrase match
<input type="checkbox"/>	●	forensic data analysis	Broad match
<input type="checkbox"/>	●	digital image forensics	Broad match
<input type="checkbox"/>	●	forensic evidence	Broad match
<input type="checkbox"/>	●	"forensic training"	Phrase match
<input type="checkbox"/>	●	computer forensics tools	Broad match
<input type="checkbox"/>	●	forensic expert witness	Broad match
<input type="checkbox"/>	●	phone forensics software	Broad match
<input type="checkbox"/>	●	history of forensic science	Broad match

# 02

We began auditing the installed analytics on the website and found that our client was unable to track and analyze incoming leads because the existing Google Analytics was set up at an entry level. In addition, the client’s Google Ads account only had a goal set up to track Calls from Ads conversions, and there was nothing else in Google Analytics besides data on the number of visits to the Contact US page.



On top of that, the website had an old version of Google Analytics installed, which Google was going to abandon in the coming months, so it was urgent to install and configure the new Google Analytics 4. For quick and flexible customization of analytics, we installed Google Tag Manager (GTM) on the website. In it, we created all the necessary variables, triggers and tags that allowed us to track all the necessary data in Google Analytics 4 and Google Ads. The most important thing for us was to track and analyze the source of leads and their quality so that we can further optimize advertising campaigns, so we created these custom events to track conversions:

- tel\_click (event name) - Event to track clicks by phone number;
- contact\_page\_form\_submit (event name) - Event to track form submission on the contact page;
- legal\_matters\_form\_submit (event name) - Event to track form submission for legal matters;
- personal\_matters\_form\_submit (event name) - Event to track form submission for personal matters;

Events that were created in Google Analytics 4

Event name ↑	Count	% change	Users	% change	Mark as conversion (?)
click	450	-	343	-	<input type="checkbox"/>
client_intake_legal_matters_click	343	-	181	-	<input type="checkbox"/>
client_intake_personal_matters_click	296	-	179	-	<input type="checkbox"/>
contact_page_form_submit	44	-	37	-	<input checked="" type="checkbox"/>
contact_page_view	1,905	-	1,132	-	<input type="checkbox"/>
file_download	20	-	19	-	<input type="checkbox"/>
first_visit	5,265	-	5,257	-	<input type="checkbox"/>
form_test_submit	8	-	1	-	<input type="checkbox"/>
form_test_submit_vidimost	1	-	1	-	<input type="checkbox"/>
legal_matters_form_submit	60	-	59	-	<input checked="" type="checkbox"/>
page_view	13,548	-	5,259	-	<input type="checkbox"/>
personal_matters_form_submit	81	-	80	-	<input checked="" type="checkbox"/>
scroll	3,900	-	2,344	-	<input type="checkbox"/>
session_start	7,133	-	5,259	-	<input type="checkbox"/>
talk_to_an_expert_click	543	-	381	-	<input type="checkbox"/>
tel_click	329	-	231	-	<input checked="" type="checkbox"/>
video_complete	14	-	9	-	<input type="checkbox"/>
video_progress	64	-	10	-	<input type="checkbox"/>
video_start	20	-	10	-	<input type="checkbox"/>
view_search_results	36	-	24	-	<input type="checkbox"/>
we_can_help_click	186	-	138	-	<input type="checkbox"/>

Rows per page: 25 1-21 of 21

### Triggers that were created in GTM

Name	Event Type	Filter	Tags	Last Edited
CALL NOW Click	All Elements	Click Text contains CALL NOW	1	3 days ago
Client Intake - Legal Matters Click - 1 Var	All Elements	Click Text contains Legal Matters	1	3 days ago
Client Intake - Legal Matters Click - 2 Var	All Elements	Click Text contains LEGAL MATTERS	1	3 days ago
Client Intake - Personal Matters Click - 1 Var	All Elements	Click Text contains Personal Matters	1	3 days ago
Client Intake - Personal Matters Click - 2 Var	All Elements	Click Text contains PERSONAL MATTERS	1	3 days ago
Contact Page - Element Visibility - Form Submit	Element Visibility	Page URL contains https://www.garrettdis...	1	3 days ago
Contact Page View	Page View	Page URL contains https://www.garrettdis...	1	3 days ago
Legal Matters - Element Visibility - Form Submit	Element Visibility	Page URL contains https://www.garrettdis...	1	3 days ago
Personal Matters - Element Visibility - Form Submit	Element Visibility	Page URL contains https://www.garrettdis...	1	3 days ago
TALK TO AN EXPERT Click	All Elements	Click Text contains TALK TO AN EXPERT	1	3 days ago
Tel Click	All Elements	Click URL contains tel:	1	3 days ago
WE CAN HELP Click	All Elements	Click Text contains WE CAN HELP	1	3 days ago

### Tags that were created in GTM

Name	Type	Firing Triggers	Last Edited
GA4 Event - Client Intake Legal Matters - Click	Google Analytics: GA4 Event	Client Intake - Legal Matters Click - 1 Var Client Intake - Legal Matters Click - 2 Var	3 days ago
GA4 Event - Client Intake Personal Matters - Click	Google Analytics: GA4 Event	Client Intake - Personal Matters Click - 1 Var Client Intake - Personal Matters Click - 2 Var	3 days ago
GA4 Event - Contact Page - Element Visibility - Form Submit	Google Analytics: GA4 Event	Contact Page - Element Visibility - Form Submit	3 days ago
GA4 Event - Contact Page - View	Google Analytics: GA4 Event	Contact Page View	3 days ago
GA4 Event - Legal Matters - Element Visibility - Form Submit	Google Analytics: GA4 Event	Legal Matters - Element Visibility - Form Submit	3 days ago
GA4 Event - Personal Matters - Element Visibility - Form Submit	Google Analytics: GA4 Event	Personal Matters - Element Visibility - Form Submit	3 days ago
GA4 Event - TALK TO AN EXPERT - Click	Google Analytics: GA4 Event	TALK TO AN EXPERT Click	3 days ago
GA4 Event - Tel - Click	Google Analytics: GA4 Event	CALL NOW Click Tel Click	3 days ago
GA4 Event - WE CAN HELP - Click	Google Analytics: GA4 Event	WE CAN HELP Click	3 days ago
Google Analytics 4	Google Analytics: GA4 Configuration	All Pages	6 days ago

# 03

We turned off all the old ad campaigns and started from scratch. We studied in detail every service that Garrett Discovery provides and did in-depth keyword research. Our client actively participated in keyword research and helped us to understand controversial and ambiguous variants. We grouped all keywords into categories and launched search advertising campaigns, which brought results in the first few days.

Clicks

654

Avg. CPC

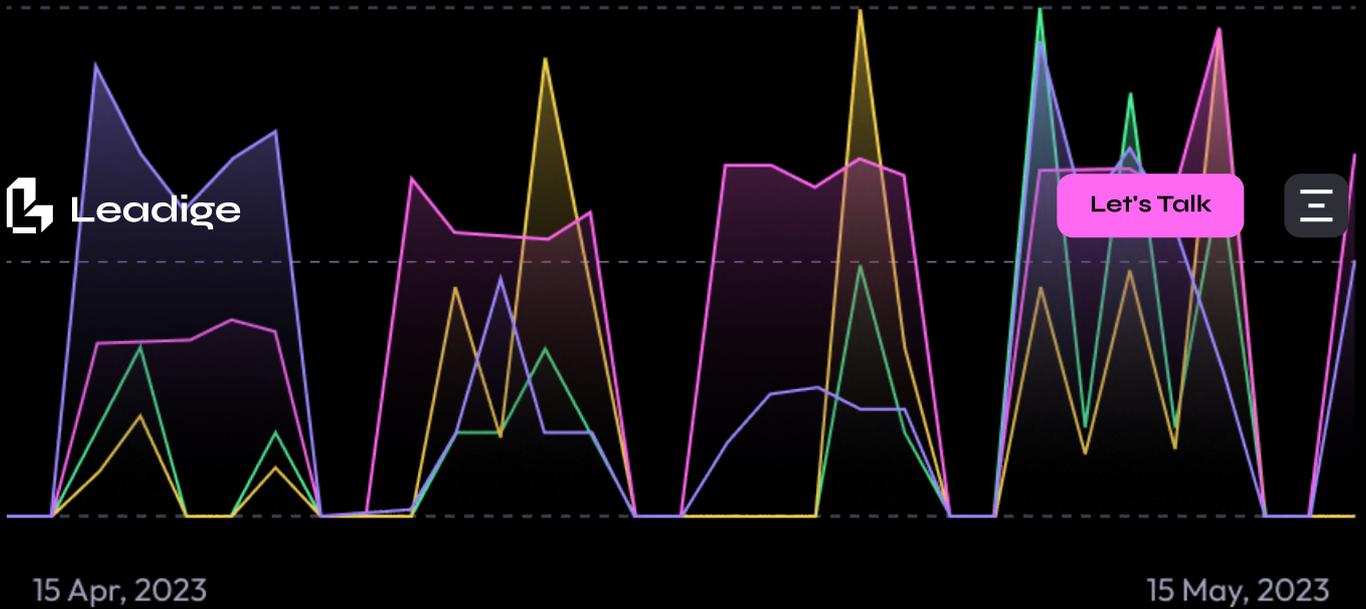
\$7.68

Conv. rate

4.59%

Conversions

30.00



### RESULTS FOR THE FIRST MONTH

04

We launched remarketing on Google Display Network as well as search dynamic remarketing. This helped to increase the number of leads without much increase in the advertising budget.

**Digital Forensic Experts**

**Certified & Seasoned Experts**

Our Forensic Experts Provide Digital Evidence & Help You Present It in Court.

**DIGITAL FORENSIC EXPERTS**

**We Can Help**

Computer, Mobile, Audio, Video, EMR, DVR Forensics Experts & Consultants.

Close Visit Site

## Results after working with our agency

In 6 months of working with Garrett Discovery, we managed to achieve excellent results. A competent audit allowed us to draw the right conclusions and showed us in which direction we should move in order to achieve a positive result.

As a result, the client stopped receiving irrelevant calls and wasting advertising budget on non-target clicks. Constant optimization of advertising campaigns from the beginning of their launch and testing allowed us to increase the conversion rate from 3% to 12%, the client began to receive even more leads with the same advertising budget.



#### Results for the first 2 weeks (15.04.2023 – 30.04.2023):

- Clicks – 324;
- Conversion rate – 2.78%;
- Cost per conversion – \$201;
- Conversions – 9;

Clicks

324

Conv. rate

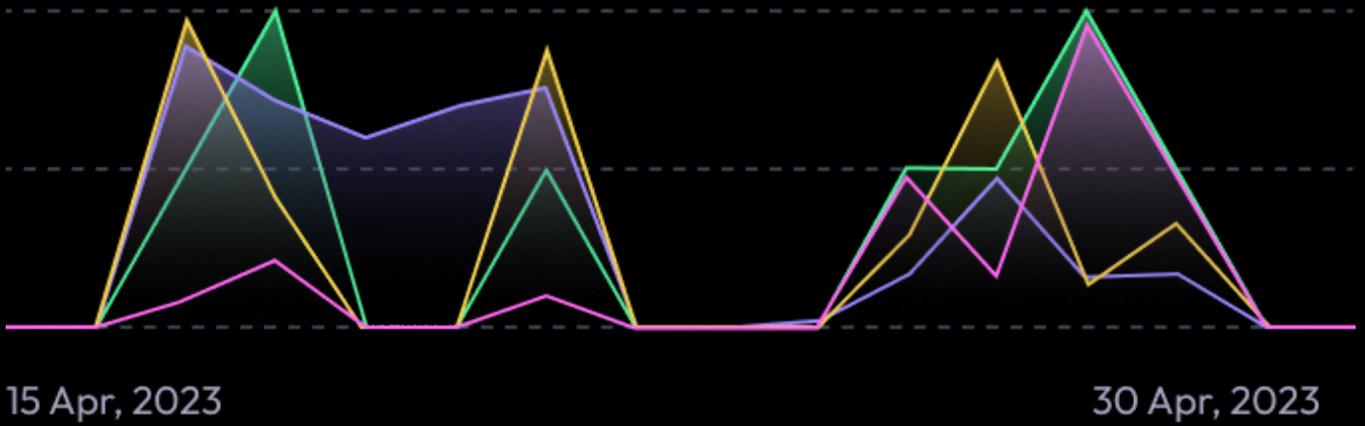
2.78%

Cost / Conv.

\$201

Conversions

9.00



RESULTS FOR THE FIRST 2 WEEKS

Results for the last 2 weeks (1.10.2023 – 15.10.2023):

- Clicks – 413;
- Conversion rate – 11.67%;
- Cost per conversion – \$85.17;
- Conversions - 48.21;

Clicks

413

Conv. rate

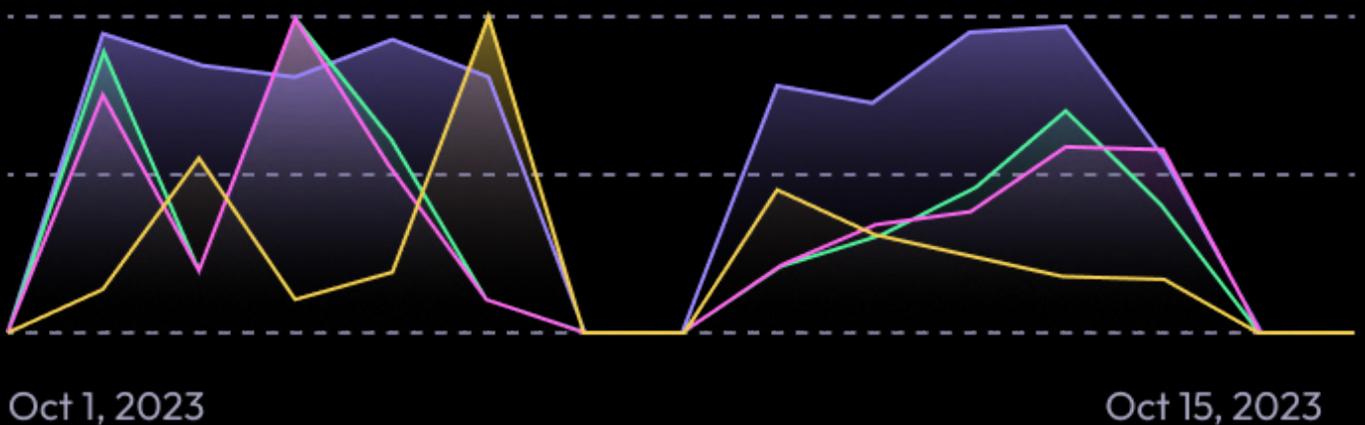
11.67%

Cost / Conv.

\$85.17

Conversions

48.21



RESULTS FOR THE LAST 2 WEEKS

**Results for 6 months (15.04.2023 – 15.10.2023):**

- Clicks — 5650;
- Conversion rate — 7.57%;
- Cost per conversion — \$117;
- Conversions - 435;

Clicks

**5.65K**

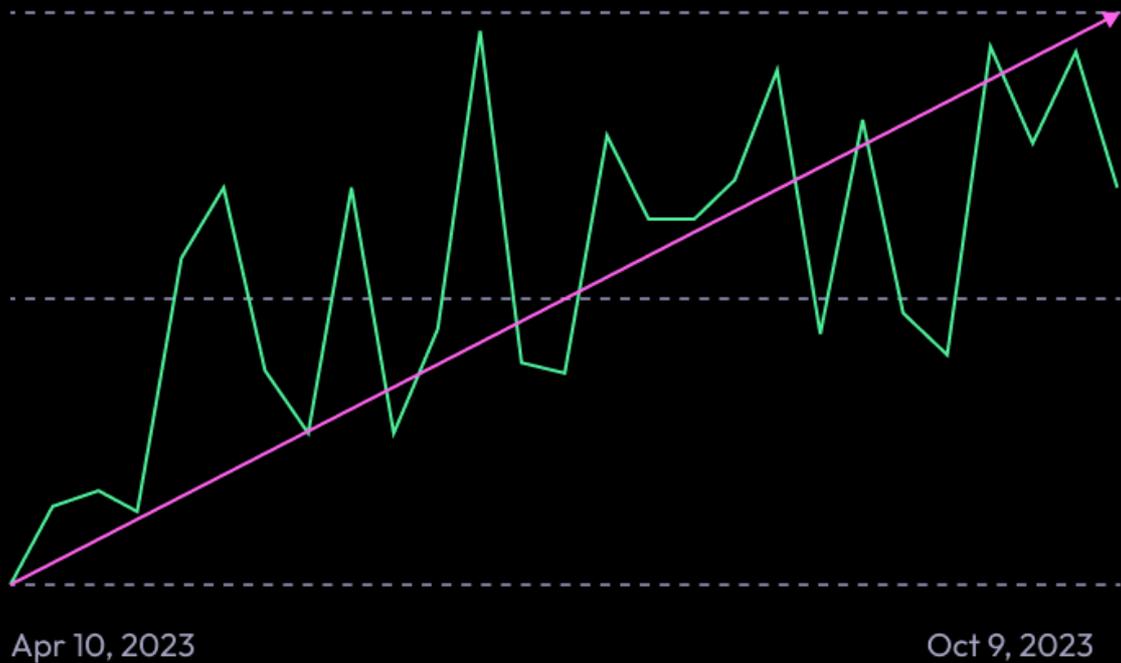
Conv. rate

**7.57%**

Cost / Conv.

**\$117**

Conversions

**435.00**

RESULTS FOR 6 MONTHS OF WORK

Data from Google Ads

Conversion action name	Apr 15, 2023 - Oct 15, 2023
Conversion action	↓ Conversions
Garrett Discovery (web) tel_click	299.59
Garrett Discovery (web) personal_matters_form_submit	68.47
Garrett Discovery (web) contact_page_form_submit	34.88
Garrett Discovery (web) legal_matters_form_submit	28.03
Calls from Smart Campaign Ads	4.04
<b>Total</b>	<b>435.00</b>

Data from Google Analytics

Apr 15, 2023 - Oct 15, 2023

Google Ads

Segment	google / cpc	Totals
Event name	Conversions	↓ Conversions
<b>Totals</b>	<b>449</b> 100% of total	<b>449</b> 100% of total
1 tel_click	307	307
2 personal_matters_form_submit	72	72
3 contact_page_form_submit	37	37
4 legal_matters_form_submit	33	33

At Leadige, we help businesses get the most out of their Google Ads budget by optimizing campaigns for efficiency and higher conversions. Our strategic approach ensures you generate more leads without overspending.

If you're ready to improve your ad performance and maximize your ROI, we're here to help. Visit our [contact page](#) to discuss how we can support your growth.



## Digital Marketing Agency

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### S E R V I C E S



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Search Engine Optimization

National SEO Services

International SEO Services

Local SEO



#### Paid Ads

Paid Ads Services

Google Ads Services

Bing Ads Services

Meta Ads Services

TikTok Ads Services



#### B2B Marketing

B2B Marketing

B2B Lead Generation

Outbound Email Marketing



#### Design

Design Services

UX/UI Design

Brand Identity

LinkedIn Outreach

Web Design

Prospect List

Web3 Projects Design

LinkedIn Advertisement

Mobile App Design

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