

Case Study

- **Service:** Google Ads & Meta Ads
- **Client:** Bankruptcy & Debt Attorney, NY

Project Objectives



When this client approached us, they had never run paid advertising before and relied mostly on referrals and organic inquiries. As a bankruptcy attorney in New York, they wanted to shift their focus toward attracting individuals actively seeking bankruptcy help rather than inquiries related to mortgage issues or foreclosure defense. Their goal was to generate a steady flow of highly relevant consultations with people facing real financial hardship and ready to explore legal options.

However, entering the highly competitive New York legal market for the first time meant every campaign decision had to be strategic—from targeting the right search intent to crafting messaging that spoke directly to people considering bankruptcy relief.

They needed fewer calls, but better ones—people in genuine financial distress.

Project Overview

We rebuilt the entire strategy from scratch. First, we tightened keyword targeting to focus exclusively on high-intent searches—"file bankruptcy near me," "Chapter 7 attorney NYC," "stop wage garnishment today." Then we rewrote ad copy to filter out bargain hunters and speak directly to people in urgent financial situations. Finally, we created dedicated landing pages for Chapter 7 and Chapter 13 filings with clear CTAs and trust signals like case results and client testimonials.



Their landing pages were generic law firm templates that didn't speak to someone in crisis.



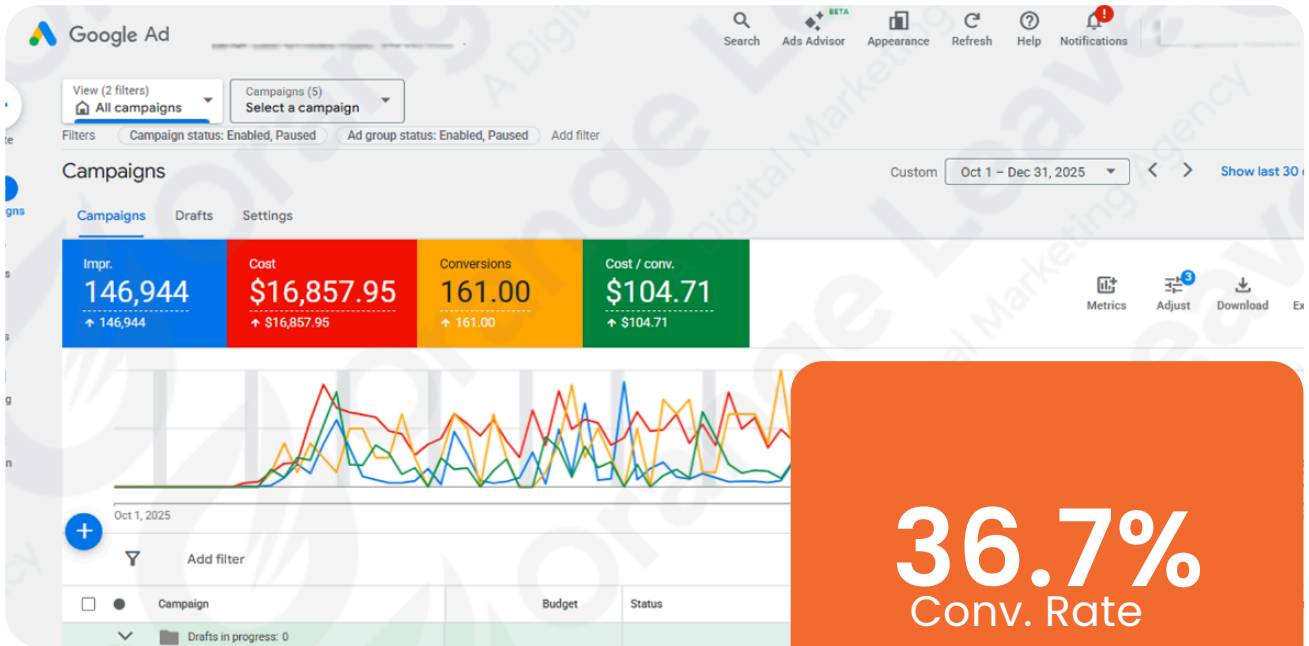
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The Way We Perform And The Outcomes We Can Achieve

Within 60 days of launch, the firm went from generic/low-quality inquiries per month to receiving 50-65 highly qualified leads—and their intake team could actually handle the volume without burning out.

- Added negative keywords to stop waste
- Implemented call tracking system
- Urgency-driven ad messaging
- High-intent NYC Zipcode targeting
- A/B tested landing pages



Leads are pre-qualified and ready for intake calls.



A mix of Pmax and Search campaigns were used along with Meta Ads

36.7%
Conv. Rate

Industry-leading performance turning clicks into genuine enrollment inquiries

\$104
Cost/Lead

Average cost to get a lead looking to get the legal help.

4.5x
ROAS

Every dollar spent on ads generated \$4.5 in new customer revenue

Conclusion

This wasn't just about getting lower CPA—it was about completely redefining what success looked like. The firm stopped measuring performance by lead volume and started tracking revenue per case. By focusing on intent, message-match, and relentless optimization, we turned Google Ads from a necessary expense into their most profitable client acquisition channel. Today, they've scaled the campaign 3x while maintaining the same cost-per-conversion and quality standards we established in month one.