

# Plaintiff Case Study

May 2021 - May 2022

## Target Audience:

Industrial accidents  
Auto accidents  
Paralysis  
Nursing home abuse -  
and neglect  
VA malpractice  
Medical malpractice  
Birth injuries

## Utilized:

Lead generating -  
Website  
SEO  
Video  
Social Media  
Google Search  
Google Display  
Google video



1,859,854 impressions



Click rate of 6.03%



112,241 clicks/engagements



Industry standard click rate: 2.93%