



Case Study

Performance Marketing (Google Ads)

Client Background:

Your Partner in Digital Dispute Resolution

Adroit.legal specializes in commercial dispute settlement in the digital space across the EU. As a certified body under Art. 21 of the Digital Services Act (DSA) and offering mediation under Art. 12 of the P2B Regulation, Adroit ensures fair, independent, and qualified dispute resolution.

With expertise spanning online shopping, booking, fintech, Web3, NFTs, gaming, crowdfunding, and trading platforms, Adroit provides a holistic, out-of-court solution tailored to the complexities of digital platforms and marketplaces.



Challenges:

- **High Customer Acquisition Costs (CAC):**
Limited return on paid media investments.
- **Low Conversion Rates:**
High traffic on the website but low conversion to sales.
- **Ineffective Targeting:**
Marketing campaigns lacked focus on the most relevant audience segments.
- **Underutilized Channels:**
Neglect of organic growth opportunities like SEO and content marketing.

Approach:

- **Data Analysis & Strategy Development:**

Conducted a thorough analysis of existing campaigns to identify gaps.
Developed a customer persona based on purchase behavior and demographic data.
- **Optimized Paid Campaigns:**

Implemented A/B testing for ad creative and landing pages.
Shifted budget allocation to high-performing channels like Google Search Ads and Meta Ads.
- **Website Optimization:**

Improved website load speed and mobile responsiveness.
Added user-friendly features like one-click checkout and personalized recommendations.
- **Analytics & Reporting:**

Set up advanced tracking with Google Analytics 4 and heat maps to monitor user behavior.
Provided weekly performance reports to measure progress.

Results:

- **Increased ROI:**
Achieved a **40% increase in ROI** within three months of campaign optimization.
- **Reduced CAC:**
Customer acquisition costs dropped **by 25%**.
- **Higher Conversion Rates:**
Website conversion rates improved **from 1.2% to 2.8%**.
- **Improved Brand Visibility:**
Paid traffic **increased by 60%** through strategic campaign optimization and targeted ads.

Results:

Visual Aids:

- Key Performance Metrics:

Metric	Before Optimization	After Optimization
ROI	20%	60%
CAC	\$50	\$37.50
Conversion Rate	1.2%	2.8%
Paid Traffic Growth	-	+100%

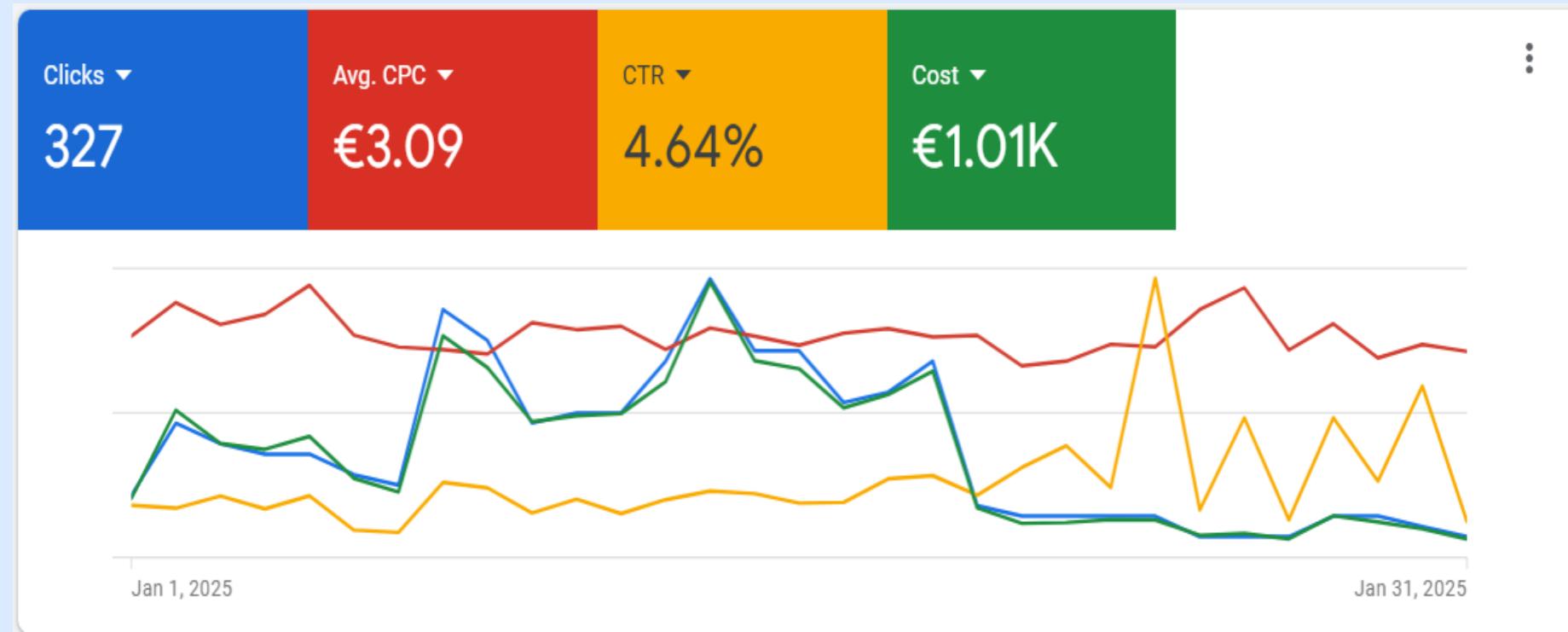
Month on Month Performance:

December:



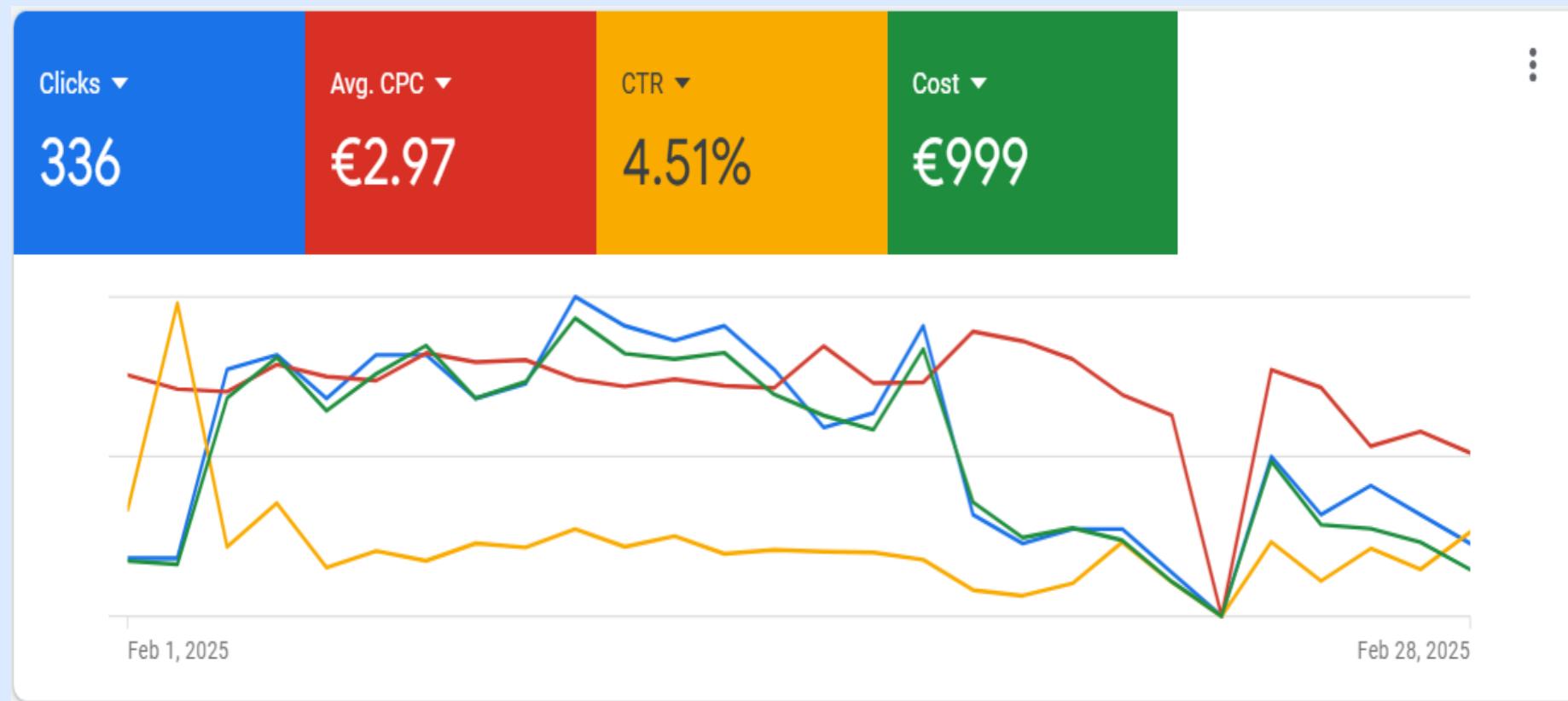
Month on Month Performance:

January:



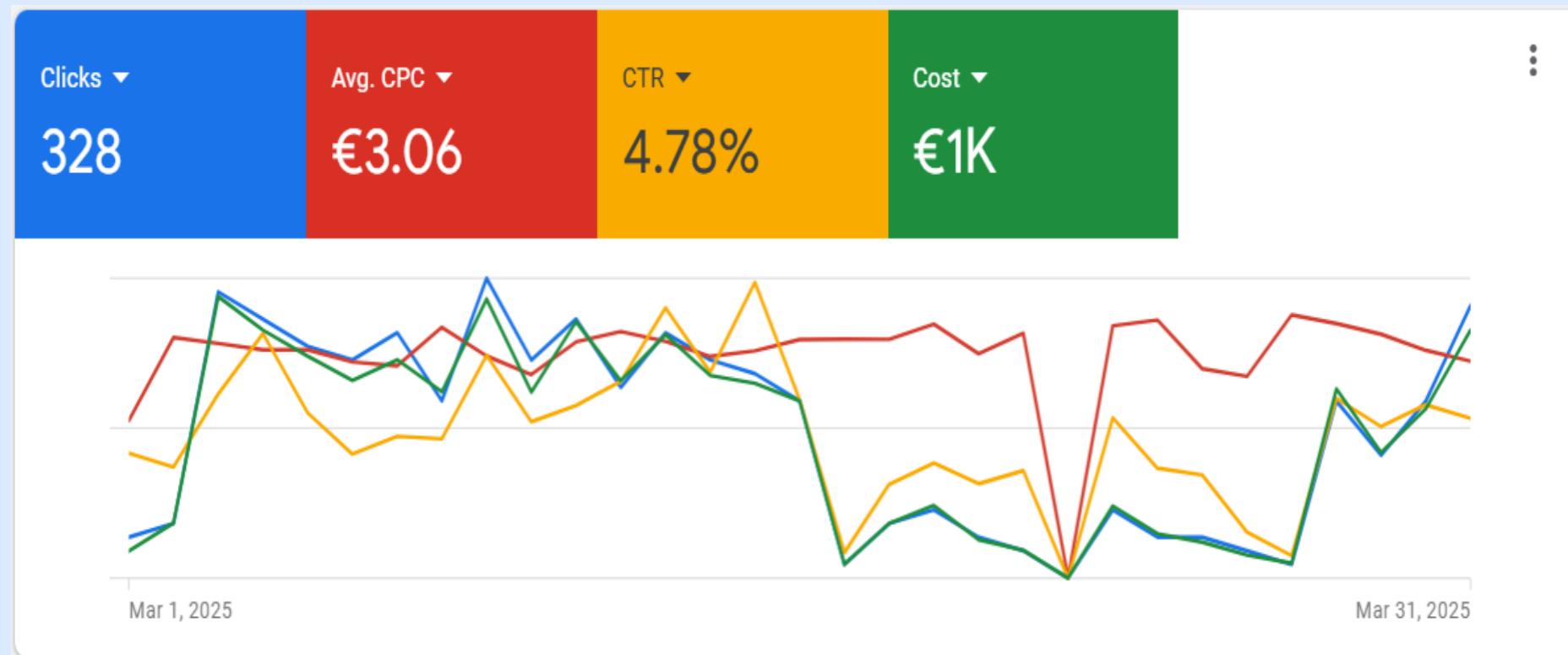
Month on Month Performance:

February:



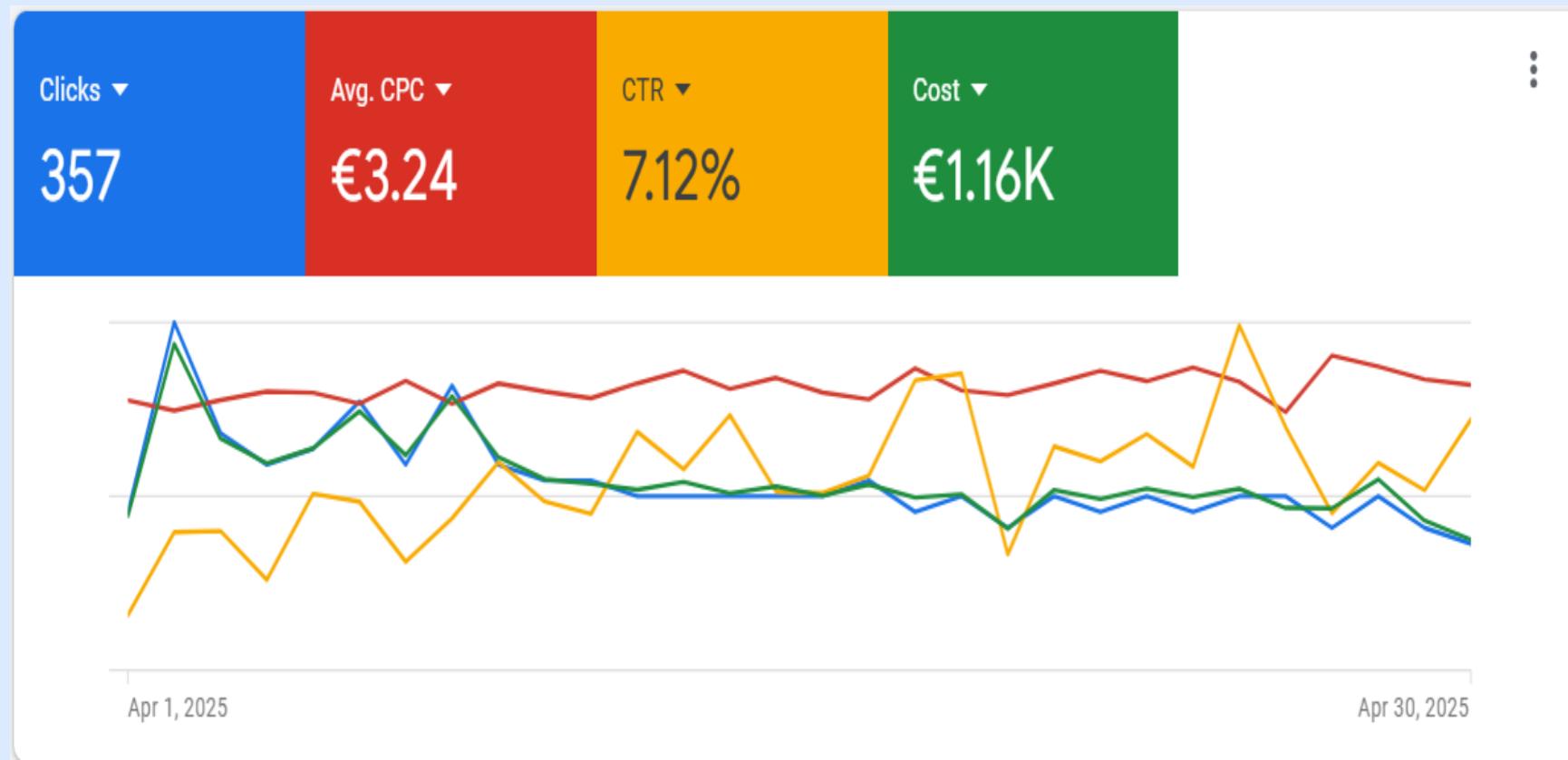
Month on Month Performance:

March:



Month on Month Performance:

April:



Month on Month Performance:

May:



Dec-1-2024 to May-31-2025 Targeted Keywords:

Keyword	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad relevance
Total: Keywords in your current view ?		2,059	39,812	5.17%	€3.15	€6,490.70	
"adr italy"	–	3	11	27.27%	€12.08	€36.24	Above average
"außergerichtliche"	–	21	642	3.27%	€2.75	€57.67	Above average
[streitbeilegungsverfahren]	–	40	1,216	3.29%	€2.91	€116.44	Above average
[online streitbeilegung]	–	63	992	6.35%	€2.78	€175.05	Above average
[außergerichtliche Einigung]	–	110	3,671	3.00%	€2.75	€302.19	Above average
"Alternative dispute resolution"	€2.70 	141	4,164	3.39%	€2.68	€378.42	Above average
"Online dispute resolution"	€2.60 	165	1,476	11.18%	€2.41	€397.78	Above average
"adr alternative dispute resolution"	€3.00 	265	4,953	5.35%	€2.98	€790.61	Above average
Total: Keywords in your current view ?		2,059	39,812	5.17%	€3.15	€6,490.70	

Location:

<input type="checkbox"/> Targeted location		Bid adj.	↑ Clicks	Impr.	CTR	Avg. CPC	Cost	Interactions
<input type="checkbox"/> Marche, Italy		+10%	1	61	1.64%	€3.79	€3.79	1 clicks
<input type="checkbox"/> Germany	2025/05/2025	—	2	10	20.00%	€10.49	€20.98	2 clicks
<input type="checkbox"/> Italy	2025/05/2025	—	4	17	23.53%	€11.29	€45.17	4 clicks
<input type="checkbox"/> Switzerland		—	12	344	3.49%	€3.37	€40.42	12 clicks
<input type="checkbox"/> Switzerland		—	31	513	6.04%	€2.89	€89.47	31 clicks
<input type="checkbox"/> Austria		+10%	57	1,962	2.91%	€2.98	€169.59	57 clicks
<input type="checkbox"/> Austria		+25%	88	1,513	5.82%	€3.88	€341.24	88 clicks
<input type="checkbox"/> Czechia		—	97	1,875	5.17%	€3.03	€294.07	97 clicks
<input type="checkbox"/> Hungary		+15%	130	1,970	6.60%	€3.30	€429.59	130 clicks
<input type="checkbox"/> Belgium		—	169	2,643	6.39%	€3.12	€527.88	169 clicks
<input type="checkbox"/> France		—	269	3,512	7.66%	€3.14	€845.79	269 clicks
<input type="checkbox"/> Italy		—	334	4,632	7.21%	€2.95	€983.79	334 clicks
<input type="checkbox"/> Germany		—	362	5,092	7.11%	€3.13	€1,131.82	362 clicks
<input type="checkbox"/> Germany		+10%	507	15,754	3.22%	€3.12	€1,581.57	507 clicks
Total: Locations ?			2,063	39,923	5.17%	€3.15	€6,505.17	2,063 clicks

Conclusion:



By leveraging data-driven strategies and optimizing both paid and organic marketing channels, Adroit. Legal significantly enhanced its digital marketing performance. This case study illustrates the importance of holistic optimization to achieve sustainable growth.

Thank you

Credit for design and optimization solutions goes to
Digital Molecule Pvt. Ltd.