



# GOLDBERG LAW GROUP: CASE STUDY

Our own experience with Online Click Fraud and Clixtell

## GOLDBERG LAW GROUP

Goldberg Law Group is a medium sized Adwords advertiser for the past 8 years. Operating in a highly competitive market, with a solid Ad spend (over 20k/month) and 1st to 2nd position bids (up to \$30 per click).

David Gordon, Advertising manager

Goldberg Law Group

866-490-1430

## CLICK FRAUD IS A GROWING PROBLEM

Over the recent 2 years, Goldberg Law Group P.P.C. campaign managers noticed unexplained Ad spend spikes, with a sharp decrease in sales & profit. “We had days on end spending \$2k a day with almost no customer leads.” says David Gordon – advertising manager @ Goldberg Law Groups.

“After applying multiple analytics & tracking solutions we’ve been able to identify someone or something is doing this on purpose. Someone was intentionally clicking our paid ads to deplete our budget and take our ads offline. We needed a solution. We had no defense.”

### How do we fight “Click Fraud”?

Before Clixtell, we tried 2 other “protection” services. Also tried manually blocking suspected IPs & excluding irrelevant geographic areas. Nothing worked. And then we found Clixtell. Integration was a breeze. Roughly 10 minutes and the system was up & running. We started noticing the results immediately:

#### 1: Protection That Really Works

Clixtell started blocking right away. The system was literally “fighting” for us, blocking every malicious attempt one by one, for days. We finally got peace.

#### 2. Reports that got us TONS of money back from Google

We had a solid proof to work with Google on investigating & crediting the fraudulent clicks. Every clicking device was logged & credited back for.

#### 3. The insights boosted our ROI even more

Clixtell Call Tracking solutions allowed our management team to deeply optimize converting Ads & Keywords. Our PPC campaigns never performed better.

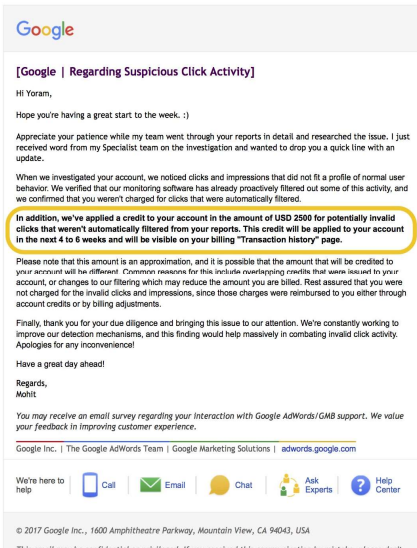
### Before Clixtell

Campaign	Budget	Spent	Clicks	Imp.	CTR	Invalid clicks	Invalid click rate	Conversions	Conv. rate
Total Search	\$21,100.00/day	1,300	38,229	1,625	277	18,985	6.08	6,895	2.11%

### After: Clicks ↑ CTR ↑ Invalid ↓ ROI ↑

Campaign	Budget	Spent	Clicks	Imp.	CTR	Invalid clicks	Invalid click rate	Conversions	Conv. rate
Total Search	\$21,100.00/day	2,300	42,262	5,676	1,802	39,460	21.15%	9,640	21.15%

*“Integration was a breeze. Roughly 10 minutes and the system was up & running. We started noticing the results immediately”*



Our \$2,500 Refund from Google

Clixtell

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“Our PPC campaigns never performed better”

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## A MUST FOR EVERY ADWORDS ADVERTISER

Our campaigns were victimized – we didn’t even know... Do you really know who’s clicking your paid ads?

## DRAMATIC ROI INCREASE

Since installing Clixtell (6 months ago), we’re experiencing zero to none paid fraudulent clicks. Combined with the advanced Call tracking data imported straight to our Adwords dashboard, we are now free again to advertise successfully in a highly competitive environment.

## SIMPLE & POWERFUL

Clixtell is highly recommended for businesses with paid online ad campaigns. The team is friendly & responsive, and the monthly fees are well worth the money. 5 Stars

**clixtell**

Safe & Sound Digital Marketing

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