

DRIVER DEFENSE TEAM SEES MASSIVE SUCCESS FROM OUR **G-3™ MARKETING METHOD** USING **BRANDED + LOCAL SERVICES ADS.**



Driver Defense Team [DDT Law Group] is an Illinois based criminal defense firm who defends drivers all across the state.

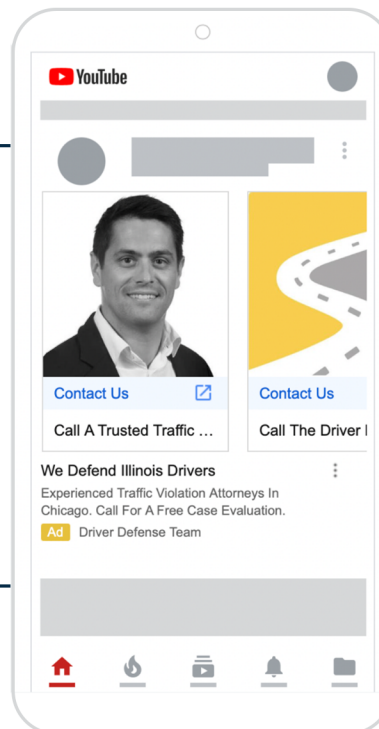
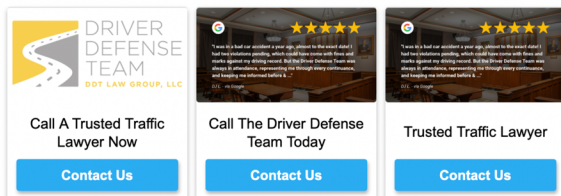
In early 2021, we introduced our proprietary **G-3™ Marketing Method**, focusing on targeted discovery campaigns and branded search. This powerful combination of paid search advertising delivered phenomenal results to their DUI and Traffic Violation campaigns.

HOW SMB TEAM DID IT:

- Crafting intelligent demographic audiences
- Dominating the Google 3-Pack
- Leveraging discovery campaigns

We Defend Illinois Drivers

Driver Defense Team



THE RESULTS

36%

INCREASE IN
CLICK-THROUGH-RATE

50%

INCREASE IN DUI CAMPAIGN
CONVERSIONS

271%

INCREASE IN TRAFFIC
VIOLATION CAMPAIGN
CONVERSIONS

