

## Case Study

The Marketing team at Attorney Dean Boyd, a law practice specializing in personal injury cases, partnered with Choozle to successfully scale their self-serve digital advertising by leveraging a 90-day implementation plan with Choozle's Client Experience team.

### The Objective

- Gain a deep understanding of the workflows needed to integrate self-serve digital advertising into their existing strategies
- Facilitate better-targeted advertising campaigns by optimizing tactics and channels that deliver high-quality leads
- Drive high-quality leads by continuing to provide positive results

### The Solution

The Marketing Team with Dean Boyd, a personal injury attorney, is focused on driving high-quality leads for potential clients related to personal injuries, work accidents, and wrongful death cases in Texas, New Mexico, and Oklahoma.

The Dean Boyd Marketing team partnered with Choozle with a 90-day implementation plan to provide its team with a clear path on transitioning from a managed to self-serve operation with campaign setup, optimization, and reporting training.

After the 90-day implementation, Ryan Braswell, Marketing Manager at Dean Boyd, says, "We've seen an increase of about 25 percent in terms of campaign performance." These results, Braswell adds, are just the beginning. "I think we can continue to push the envelope by driving high-quality leads for the practice, and we can get to maybe 30 to 40 percent of cost savings by executing these campaigns ourselves."

*"I feel like I've been listened to through our implementation, and we all see our relationship with Choozle as a strategic partnership rather than just a business buying media off another vendor."*

**-Ryan Braswell, Marketing Manager at Dean Boyd**

### Key Results

**90 days**  
from managed to  
self-serve

**25%**  
increase in  
campaign  
performance

**30-40%**  
cost savings  
estimate