

Quarterly write-up

Example Law Group

June to August 2026

Prepared September 4, 2026

Executive summary

This is a sample report. Example Law Group and every figure in it are fictional; a real quarterly write-up is built the same way from your own accounts.

Over the three months you spent \$265,080 on media and signed 31 cases. Legal directories cost the least per signed case and TV the most. Attorney referrals brought in 9 cases with no recorded spend. In August, ad spend rose while cases signed fell.

By the numbers

Calls	Answered	Media cost	Cases signed	Cost per signed case
1,412	81%	\$265,080	31	\$12,049

Spend by month

Month	Spend	Signed
June 2026	\$41,200	9
July 2026	\$44,900	12
August 2026	\$47,280	10

Channel mix, first month against last

Channel	First month	Last month	Shift
Paid search	27%	31%	+4 pts
Organic search	38%	34%	-4 pts
Referral	9%	10%	+1 pts
Paid social	8%	7%	-1 pts
Direct	18%	18%	0 pts

Cost per signed case by channel

Channel	Media cost	Signed	Per case
Paid search	\$133,380	12	\$11,115
TV †	\$78,000	5	\$15,600
Billboards †	\$41,100	3	\$13,700
Legal directories †	\$12,600	2	\$6,300
Attorney referrals	<i>not measured</i>	9	<i>not measured</i>

† Includes offline media spend as your firm recorded it, month by month; no ad platform reports that spend, so it is only as complete as that record.

What's working

- Paid search visits rose 18% in August.
- The answered-call rate rose from 76% to 84% in July.

What's broken or risky

- Ad spend rose in August while cases signed fell: \$47,280 against \$44,900, 10 cases against 12.
- Calls after 5 pm and at weekends went unanswered 44% of the time.

Days that broke their band

- Calls fell 61% on Sunday, July 12.
- Paid search spend rose 48% on Wednesday, August 19.

What we'd fix first

Answer the phone before buying more clicks. Route after-hours and weekend calls to a live intake service for 60 days, then compare the answered rate and signed cases against this report.

Appendix: method and data

- Period covered: June to August 2026.
- Data sources: Paid search (ad platform), Web analytics, Search performance, Call tracking (phone calls), Case management system (cases), Offline spend sheet (TV, billboards, directories).
- Every figure in this report was computed from your own warehouse (exported 2026-09-04 09:30) and is reproduced verbatim; the narrative was written against those numbers and may not introduce any other figure.
- Channel groupings follow the standard paid/organic/owned/referral/direct taxonomy; "cost per result" divides total spend by total measured results for the period, never an average of ratios.
- Media cost is your Google Ads spend, assigned to a channel by campaign type, plus the offline media spend (TV, radio, billboards, directories and the like) your firm recorded per month and channel. Cost per signed case divides a channel's media cost for the whole period by the cases it signed in the period, counted in the month they signed. A channel with no recorded spend reads "not measured", not \$0.