

INDUSTRY: Personal Injury Law

GOAL: Increase Calls and Website Leads

Personal Injury Law Firm DRIVES LEADS WITH STRATEGUS

125%
INCREASE IN
CALL VOLUME



30
QUALIFIED
LEADS PER
MONTH



10
FORM FILLS
PER MONTH



OVERVIEW:

A personal injury law firm in Chattanooga, Tennessee wanted to attract local residents interested in various legal services, with an emphasis on auto collision claims. In addition, the firm wanted to break into OTT/CTV advertising after strictly relying on linear TV advertising campaigns for 25 years.

THE CHALLENGE:

Before partnering with Strategus, the firm had no way to measure if people watched their broadcast ads, what they did after watching them, and whether or not those impressions resulted in leads.

Knowing the advancements within advertising, they wanted to implement a campaign that allowed for better tracking and data gathering.

THE SOLUTION:

The law firm partnered with Strategus to convert 100% of their ad spend to CTV advertising. The goal of the campaign was to drive more qualified leads to their website using a combination of:

- **Audience Targeting From Third-Party Data:** Third-party data was used to reach the target audience — those who demonstrated interest in personal injury attorneys in Chattanooga.
- **Location-Based Retargeting:** To reach additional audiences, a sub campaign retargeted anyone who visited an auto body repair shop in the Chattanooga DMA. Individuals who had seen the auto repair shop ads in the last 30 days were served a corresponding retargeting ad.



THE SUCCESS:

The campaign drove 30 qualified leads to the site per month, resulting in 10 form fills (requesting more information from an attorney) per month. In addition to driving website traffic, the campaign also resulted in a 125% increase in call volume directly to the firm's office.

Ultimately, the campaign surpassed the firm's goal for customer acquisition cost (CAC), leading them to continue implementing their advertisement strategies with Strategus.

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