

CTV CASE STUDY:

Hackard Law Generates Quality Leads With Full Funnel CTV Strategy

[Watch Hackard Law's Testimonial Here ▶](#)

OVERVIEW

Hackard Law, a trust and estate litigation office based in Sacramento, partnered with Strategus to raise brand awareness across California and generate quality leads. Strategus employed a full-funnel connected TV (CTV) strategy, with Display and Online Video Encore, and cross-device retargeting that leveraged third-party data segments for users age 35+ with a home value over \$1M focused in San Francisco and Orange County. In the first 8 months of the campaign, Strategus generated 1,978 clicks on the Hackard Law phone number listed on their website, which resulted in 3 new confirmed cases for the firm.

OBJECTIVE

- Raise brand awareness across the state of California
- Generate quality leads

"Strategus is a pioneer in developing and delivering programmatic Connected TV...and Strategus has been a strategic partner for us. We've been successful in our Strategus-led campaigns, and we plan many more."

- Mark Hackard, Hackard Law

STRATEGY

Advertising for trust and estate litigation includes an extensive sales cycle that has to filter out false leads. In response, Strategus continued to optimize and fine-tune the campaign throughout to ensure the highest results. Trust and estate litigation is often situational, which makes it difficult to prepare for or predict when a user may require this kind of litigation. Therefore, the audience targeting was originally set up to reach users aged 40+ with a home value over \$1M. Early in the campaign, our reporting showed the highest converters were between 35-45, so targeting was shifted to 35+. The geotargeting was set to Orange County and San Francisco, but the Strategus team enhanced based on the zip code level by removing any underperforming zip codes. Conversions were tracked via website traffic as well as numerous button-click pixels to understand activity on the website. Despite the often year-long sales cycle, Strategus was able to generate 1,978 clicks to call the Hackard Law phone number and 20 clicks to contact Hackard Law, which ultimately resulted in Hackard Law winning 3 new cases resulting in potentially 10x return on investment in the first 8 months of the campaign.

KEY RESULTS

1,978 
clicks on the Hackard Law phone number

 **3** new confirmed cases

10x 
Return on Investment

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