

Injury Law Firm Leverages First Party Data Attribution to Track RoAS



OVERVIEW

An injury law firm partnered with Strategus for their CTV campaign largely due to our state of the art Attribution Suite and Location Based Targeting capabilities. Previously, this law firm utilized a different partner for Connected TV, but the overall targeting and measurement was lacking compared to what they were used to with search and social campaigns. This law firm ran two campaigns across the state of Pennsylvania: one that leveraged Location Based Retargeting to serve ads to people visiting union halls, collision centers and chiropractors offices; and the other targeted workers compensation urgent care locations. First-Party Data Attribution was used to track the overlap of users that saw a Strategus ad and then converted offline. The goal of the campaign was to have a \$1,000 cost per case attributed to the campaign, but Strategus was able to deliver \$320 cost per case attributed for the first campaign and \$280 cost per case attributed to the second campaign.

OBJECTIVE

<\$1,000
cost per case attributed

STRATEGY

Campaign 1 was set up to run from September to December with a \$40k total budget. Ads were served across the state of Pennsylvania via CTV and online video via our proprietary Encore Omnichannel video product. The targeting mainly focused on the Location Based Retargeting for union halls, collision centers and chiropractors offices, but there was also some third-party data audience targeting for union workers, blue collar workers, factory workers and more. Campaign 2 was added later and ran from October to December with a \$30k budget. Ads for this campaign were also served across Pennsylvania via CTV and online video.

First-Party Data Attribution was added to both campaigns to track users who were first exposed to a Strategus ad and then converted offline via phone calls. The law firm's CRM list was securely uploaded to our first-party data provider's platform and then transaction IDs were passed back to match ad viewers to converted clients. Further, the Strategus team was able to take reporting a step further and match lead source as well, so the law firm could see the data on leads they purchased vs. leads they did not purchase broken out. After several months, Strategus was able to outperform the goal of \$1,000 cost per case by over 3x.

KEY RESULTS

CAMPAIGN 1

\$320
cost per case attributed

CAMPAIGN 2

\$280
cost per case attributed