

PROGRAMMATIC DISPLAY · VIDEO PRE-ROLL  
 DEVICE ID · SEARCH · ORGANIC SEO

# CASE STUDY

Law Firm



## Overview

### Campaign Focus

To Gain New Clientele Through Calls,  
 Form Fills & Foot Traffic

### Campaign Length

12 Months

### Products Utilized

- Programmatic Display
- Video Pre-Roll
- Device ID
- Search
- Organic SEO

## Objectives

To drive leads and foot traffic to the law firm, we implemented a multi-channel digital strategy combining Programmatic Display and Video Pre-Roll ads to capture attention and increase brand visibility. By utilizing Device ID targeting, we ensured that our ads reached potential clients across their devices with precision. Complementing these efforts, we optimized our search presence through SEM to capture high-intent queries and leveraged Organic SEO to enhance long-term visibility in search results. This integrated approach maximized our outreach, effectively driving both online engagement and in-person consultations.

## Solutions

We executed a multi-channel digital strategy using Programmatic Display and Video Pre-Roll ads to enhance brand visibility and capture attention. Device ID targeting allowed us to reach potential clients precisely across their devices, maximizing ad effectiveness.

We complemented these efforts with SEM to attract high-intent queries and improved our Organic SEO to boost long-term search visibility. This cohesive approach not only increased online engagement but also drove more in-person consultations, optimizing our overall outreach.

<p><b>CONFIRMED CASES</b></p> <p><b>123+</b></p>	<p><b>Revenue Gained          From Total Digital          Investment, Which          Is 2.16:1 ROI</b></p>
<p><b>LARGEST DEAL          CAPTURED          THROUGH SEM</b></p> <p><b>\$1MM</b></p>	<p><b>\$1,690,030</b></p>