



Law Firm Increases Conversions by 11% Through CTV Live Sports

OVERVIEW

A regional law firm sought to increase web traffic and generate new cases by reaching audiences not typically captured through standard audience targeting. The firm initially ran campaign focused on third-party audience data from January to February. However, in March and April, they strategically incorporated Live Sports CTV inventory, targeting popular events like March Madness and WNBA games.

The result? A significant lift in performance. The first two months generated 6,687 web conversions. After the Live Sports integration, conversions surged to 7,403 in the following two months—**an 11% increase**.

THE SOLUTION

The law firm had previously tested both audience-targeting CTV campaigns and traditional broadcast ads but found broadcast too expensive and rigid, especially for high-value live sports. Live Sports CTV allowed them to access premium sports content affordably and reach untapped audiences.

The campaign was aligned with high-viewership events like March Madness, the Olympics, and the WNBA season, rotating sports inventory based on the calendar.

A 90-day analysis showed that March Madness inventory, in particular, drove unique traffic spikes. By domination key sporting events with high-frequency placements—without the financial burden of traditional broadcast—the firm maximized their impact.

KEY RESULT

11%

Increase in Conversion

THE OBJECTIVE

- Drive Web Traffic
- Generate New Cases

Why They Chose Live Sports on Connected TV



Cost-Effective Reach

Traditional broadcast was too expensive, but CTV allowed for precise, event-based targeting at a fraction of the cost.



Audience Expansion

The firm reached viewers who primarily stream for live events, supplementing their existing audience targeting strategy.



Immediate Impact

Live Sports inventory provided instant visibility and frequency in key regional markets, where prior efforts were inconsistent.