



# Personal Injury Law Firm Drives Leads with OTT and CTV

## 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

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 converts 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.

INDUSTRY: PERSONAL INJURY LAW

GOAL: INCREASE CALLS & WEBSITE LEADS

## 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.



# 125%

INCREASE IN  
CALL VOLUME



# 30

QUALIFIED  
LEADS PER  
MONTH



# 10

FORM FILLS  
PER MONTH