



# Moving Forward in 2022: Attorneys & Law Firms

The past year has presented numerous difficulties for attorneys and law firms. Many needed to quickly pivot to find new ways of doing business, including virtually conducting client meetings, depositions, and hearings. However, the past year also presented opportunities for lawyers in certain practices, such as divorce attorneys—with more couples staying home together, divorce searches online spiked more than 30% ([ABC7 News](#)). As attorneys and law firms move forward, they will be looking to drive business by recruiting clients, taking on new cases, and retaining their current clients.

Integrity Media can help lawyers reach potential clients and drive conversions by running highly-targeted advertising campaigns. Use Integrity Media’s precise audience targeting to efficiently reach relevant users across all of their devices, and take advantage of Integrity Media’s granular reporting to measure campaign performance.

Businesses that can benefit from legal advertising include:

- Family Attorneys
- Criminal Lawyers
- Corporate Law Firms
- Personal Injury Attorneys
- Estate Planning Law Firms
- Tax Attorneys
- Civil Litigation Attorneys
- Entertainment Lawyers
- Immigration Law Firms
- Intellectual Property Attorneys
- Labor & Employment Law Firms
- Medical Malpractice Attorneys
- Real Estate Lawyers
- Bankruptcy Lawyers
- And More

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## Reach Consumers with Precise Audience Targeting

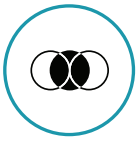
Reaching the right consumers is crucial to the success of attorneys and law firms. In order to improve client retention rates, recruit new clients, and increase billable time to recoup lost revenue from the previous year, it’s more important than ever to maximize advertising efficiencies. Attorneys and law firms of all sizes can greatly benefit from Integrity Media’s precise audience targeting methods:



**Search Retargeting:** Retarget users who are searching for keywords related to legal information and specific fields of law. For example, a divorce attorney could use terms such as “divorce law firm,” “file for divorce,” “divorce laws,” “divorce legal advice,” “getting divorced,” and more.



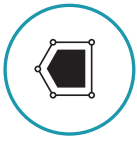
**Keyword Contextual:** Retarget users who are reading webpages that feature terms related to lawyers and their areas of specialty. For example, a criminal lawyer could use keyword contextual terms such as “defense attorney,” “criminal attorney,” “criminal defense,” “legal defense,” and more.



**Category Contextual:** Reach users on websites that feature content related to relevant legal disciplines. For example, a tax attorney could target contexts such as “legal issues,” “tax planning,” and “investing” to reach users who are reading content about finances and legal information.



**Addressable Geo-Fencing:** Target address lists to reach potential consumers at the household-level. For example, target the addresses of users who purchased a product that is now part of a class action lawsuit, and recruit them to join the suit. If you do not have a relevant address list, build your own custom addressable audience with Integrity Media’s Addressable Audience Curation tool. Choose from over 700 demographic factors, and filter your audience using location details such as postal codes, metros, states, or congressional districts. For example, a corporate law firm could target the owners of for-profit businesses in the construction industry that have over \$10 million in assets and are located within the same metro as the law firm.



**Geo-Fencing:** Reach individuals who are actively visiting areas where you may find your target audience. Draw custom, precise shapes around these locations to capture users and retarget them with variable recency for up to 30 days. For example, a labor and employment law firm could draw target fences around unionized businesses to reach employees who may need legal advice.



**Site Retargeting:** Retarget users who visit your website to encourage them to submit a consultation request.

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## Reach Users Across All Devices

Consumers increasingly find attorneys and law firms via online research. In fact, over 70% of users search for legal information on a mobile device ([Law Technology Today](#)). Therefore, it’s important that advertisers reach users across a variety of devices when promoting their legal services. Integrity Media’s solutions allow advertisers to do just that:

- **Display:** Reach users across desktop, mobile, and tablet devices with relevant banner creatives. Capitalize on this creative to reach consumers via Search Retargeting, Keyword Contextual, Category Contextual, Addressable Geo-Fencing, Geo-Fencing, and Site Retargeting.
- **Video:** Reach users with pre-roll, mid-roll, post-roll, interstitial, and in-banner videos across their mobile, desktop, and tablet devices. This, too, is ideal for Search Retargeting, Keyword Contextual, Category Contextual, Addressable Geo-Fencing, Geo-Fencing, and Site Retargeting.
- **OTT/CTV:** Reach users on the large or small screen as they stream video content. Pair this with Addressable Geo-Fencing to reach streamers at the household-level, or combine this with Site

Retargeting to reach streamers who are already interested in a particular website. Additionally, run OTT/CTV advertising with Search Retargeting and Keyword Contextual campaigns to reach users who are actively searching for legal information.

- **Native:** Reach users on mobile, desktop, and tablet devices with ads that are built in real-time to look like content on a publisher’s website or app. Target these users with Search Retargeting, Keyword Contextual, Geo-Fencing, and Addressable Geo-Fencing campaigns.

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**Over 70% of users search for legal information on a mobile device.**

Source: [Law Technology Today](#)

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## Drive and Measure Performance

As attorneys and law firms continue to move forward, they need to know that their advertising efforts are driving results at a low cost. Integrity Media's robust Reporting and Analytics Center provides advertisers with the metrics they need to help gauge ROI and make informed decisions regarding their advertising budgets. By tracking both online and offline conversions, Integrity Media enables advertisers to fully understand how their campaigns are performing at a granular level and whether they are influencing user behavior. Use this granular reporting to guide real-time campaign optimizations, ensuring you actively reach relevant consumers in a timely manner.

### Online Conversions

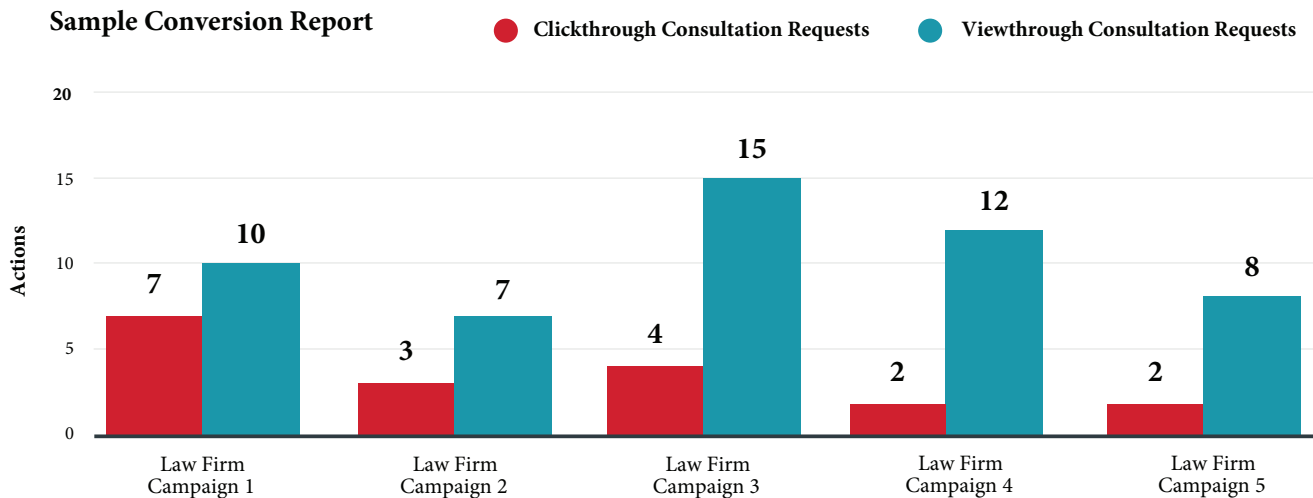
Measure the number of online conversions from users who were served ads, including conversions from OTT/CTV advertising. Attorneys and law firms can track conversions such as consultation requests, posted reviews, live chat requests, newsletter signups, and more.

### Foot-Traffic Conversions

Track online-to-offline conversions using Integrity Media's Geo-Conversion reporting, and discover the number of users who visited a law firm or lawyer's office after being served an ad. Utilize Conversion Zones with Geo-Fencing and Addressable Geo-Fencing, including OTT/CTV campaigns.

### Geo-Conversion Lift

Discover the surge in incremental visits to the advertiser's business from the campaign's targeted locations using Integrity Media's Geo-Conversion Lift reporting. This increase represents the percentage difference between users who visited the business after being served an ad versus users who naturally visited the business without receiving an ad. Geo-Conversion Lift reporting is available for Geo-Fencing and Addressable Geo-Fencing, including OTT/CTV campaigns.



## Interested in running an attorney or law firm campaign with Integrity Media?

Get in touch at [hi@Integrity Media](mailto:hi@IntegrityMedia), or contact your Integrity Media representative.

