

# INJURY LAWYER MARKETING CASE STUDY



# Injury Lawyer Reaches a Specific Audience to Bring in New Cases

## Advertiser and Goals Overview

Law firm focused on children injured at birth sought to educate families about medical malpractice and offer representation to eligible families

### Strategies

1. Addressable Audience Curation tool to build a household-level audience based on over 700 demographic factors, including houses with children ages 0-6 inside ZIP codes
2. Addressable Geo-Fencing solution automatically built target fences around 1.15 million individual households to serve CTV, video, and display ads
3. Deployed Keyword Search Retargeting with keywords related to special education, speech therapy, and dropped infants
4. Maintain compliance with advertising restrictions due to the sensitive nature of the campaign
5. Set-up dedicated phone number for viewers of ads to call in order to attribute offline conversions

## Results

**6.1M**

Unique User Reach

**45**

New Leads

## Creatives

- Video
- Display

## Key Solutions

**Addressable Audience Curation**  
1.15 Million Addresses Curated

**Addressable Geo-Fencing**  
1.15 Million Households

**Keyword Search Retargeting**  
930+ Keywords

