

## Case Study

# Law Firm Secures New Clients Using Mobile Geofencing



**Industry:** Legal

**Company:** Law Firm in the Midwest Region

**Product:** Mobile Geofencing, Walk-In Attribution



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<b>Product:</b>	Mobile Geofencing, Walk-In Attribution		

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### COMPANY PROFILE

The client has more than 65 years of combined legal experience handling injury claims successfully. They represent clients in a wide range of cases, including personal injury, premises liability, motor vehicle accidents, workers' compensation, Social Security disability, criminal law, and employment law. Their home office is located in Ponca City, Oklahoma, and they make claims for clients in the Midwest region.

CHALLENGES	SOLUTIONS
Lack of Media Strategy	Mobile Geofencing
Imprecise Targeting	Precise audience modeling with respective messaging
Messaging Relevance	Strategic Location Targeting
	Walk-In Attribution

### CHALLENGE

The law firm wanted to increase their ad spend and gain more clients in the region, but had difficulty evaluating performance and areas for improvement due to limited campaign structure and oversight. The firm’s messaging wasn’t adequately conveying the wide scope of their practice and wasn’t adapted to the specific audience segments that represented each practice area. In particular, the firm was highly specialized in personal injury cases and knew they could provide better services for clients affected by motor vehicle accidents. The firm knew there was immense potential to optimize their ad spend with the right vendor who could hone their messaging and respective targeting tactics to yield swift returns.

### OUR PROCESS

We immediately set out to restructure the campaigns in a more comprehensive fashion to take advantage of audience segment specificity. We then modeled relevant geo-behavioral audiences geofencing and targeted Oklahoma City, Ponca City, Stillwater, and Tulsa. The models strategically geofenced buildings and establishments that our target audience visited, such as collision repair centers, car body shops, insurance offices, and hospitals. Once confident in our audience gathering, we refined the messaging to target the practice areas the firm specialized in, including personal injury and auto accidents. We also placed a geofence around the law firm’s office location to enable walk-attribution as the KPI.

### RESULTS

The law firm had an increase in the number of clients seeking legal service related to personal injury and auto accidents. The campaign contributed to 17 walk-ins to the legal firm’s office location from 340 clicks, with a reach of 171,770 impressions.

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