

## CASE STUDY

# Law Firm Leverages *Performance CTV* to Successfully Drive Leads

### Objective

A regional law firm, along with their full-service ad agency that specializes in law firm and attorney marketing, partnered with Digital Remedy, looking to boost leads across its two markets. The firm wanted to leverage the powerful CTV/OTT ad environment to effectively connect with potential clients.

### Goal

Increase brand awareness, deliver on premium inventory, drive site visits, and ultimately generate qualified leads, through efficient targeting ensuring no media budget was wasted.



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# Advanced Targeting & Strategic Optimizations **Creates Results**

### Solution

The firm launched two initial OTT campaigns targeting adults 25-54 years old across key DMAs. Leveraging our performance CTV platform, the Digital Remedy team provided insights and made strategic, real-time optimizations against the firm's KPIs based on conversion data (homepage visits and leads generated) which were gathered as the campaigns ran.

### Results

Utilizing the attribution insights delivered through our performance CTV solution that allows for page visit and lead attribution, the advertiser was able to identify and shift the firm's budget towards the highest performing variables, including dayparts, creatives, audiences, devices, and publishers, to ultimately increase the volume of qualified leads.

Leads

**324**

Page Visits

**2.5k**

Digital Remedy's innovative targeting capabilities have allowed the firm to expand their business by reaching potential clients in new ways, while the platform's real-time reporting provides the valuable, data-driven insights to drive future marketing decisions.

