

Dominate Your Local Market: Acquire New Cases & Drive ROAS for Your Firm.

LEGAL DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



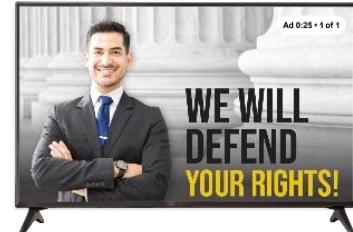
Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right customers at the right time.



Activation Opportunities:

- **Drive awareness** of your practice areas with your target audience through Digital Display and CTV.
- **Reach audiences and communities** that are more likely to generate high value cases with our Impact Postcard.
- Use paid **social** to reach highly targeted audiences and grow your local following and engagement.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'Lawyers near me,' or convert them later with **display ad keyword retargeting**
- **Case Study:** One law firm generated a 148:1 potential ROAS based on their highly targeted strategy. Read more on the second page.



Let's Discuss the Audiences That Drive Your Results.

Get started today at msparks.com/contact

Legal Case Study



CASE STUDY



Direct Mail Campaign Unlocks Significant Revenue Growth with Strategic Investment.

Client Goal:

The client had an initial budget of **\$160,000**, with the expectation that at least **four cases** would break even on the spend. The average case value was set at **\$40,000**.

Mspark's Innovative Strategy:

Effective Targeting: The campaign consisted of utilizing the Impact Postcard to reach a highly-targeted group of 50,000 households based on factors of household income, home value, and education levels. The targeting strategy maximized the chances of high-value sales, with the **average case value** of \$40,000 ensuring a significant potential for revenue generation.

The Solution:

Over the course of four months, the mailings were designed to capture the attention of high-value leads, with the aim of converting those leads into clients.



Actual Law Firm/Company Name redacted.

591

Screened leads that were qualified and given case numbers

\$270.73

Cost Per Qualified Lead
(CPQL)

\$23.5m

Potential Return on Ad Spend
(ROAS)

m **Actionable Results.**

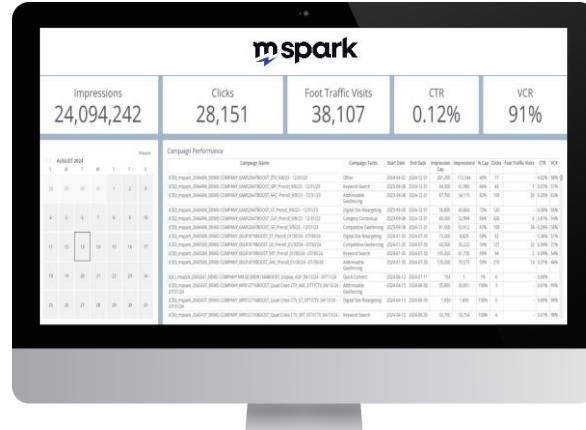


Our campaign reporting brings your strategic story to life.

01. Continuous Improvement: We analyze performance across media, audiences, and geographies to enhance it further.

02. Collaborative Data Sharing: Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.

03. Enriched Insights: By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



ABOUT US:

Mspark is a results-driven media company that delivers measurable campaigns with guaranteed ROI.

We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

37 years

Founded in 1988, we've spent 37 years building audiences and customer relationships.

30,000+

Audience data points for use in reaching and creating target audiences for your campaigns.

135M+

Targeted reach across 135+ million households through our digital and mailbox solutions.

3,000+

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

MSPARK.COM

Case Closed. Let's Get Started Today.

mspark

