EFFECTV PI ATTORNEY

Technology has transformed the legal industry and how those seeking legal advice make decisions on which firm to call.

Whether researching an attorney, reading online firm reviews, or catching up on their favorite TV show, your audience is actively engaged across different devices for a lengthy amount of time.

It goes without saying that in order to effectively reach your target client, it is critical to adopt a multi-screen advertising approach. Of adults who used a bankruptcy, personal injury, or other attorney in the past year

69%
watched 10+ hours of TV in the past week

49%
spent 10+ hours online in the past week

56%
watch subscription-based TV on any device

32%
more likely to watch national TV news

Section II

CLIENT INDUSTRY TRENDS

- The popularity of structured settlements is predicted to grow, which is expected to stabilize revenue for these businesses.
- The growing use of e-scooters, and accidents related to this trend, is predicted to increase demand for these services.

- There's a growing market for law firm apps, as firms seek to educate about their legal services and connect.
- Some lawyers are turning to podcasts to spread awareness about their services.
- Vehicle accident lawsuits are predicted to grow.
- Many attorneys are turning to alternative billing.
- A survey found that 39% of consumers say that hiring a lawyer is overwhelming, and 32% say it's too much trouble.
- More of these firms are offering service for drone accidents.

Section III

OUR RESUME OF SUCCESS

Google Analytics is one way we find out the impact to your web traffic in the areas you are advertising.

We evaluate a campaign's success on how well we are impacting primarily both direct and organic search, as well as reaching your marketing objectives.

It's important to make sure every campaign is set up for success as we monitor performance.

We want to ensure your budget is helping drive quantity and quality traffic to your website which leads to higher conversions.

Here is a small sample of the data we review as a service for our advertisers

Traffic sources and lifts to specific geographic areas/zones

Keyword Analysis - identify which keywords are driving the most viable traffic to their website.

Demographics and age break outs

Consumer engagement on your website

Goal completions/goal conversions primarily with direct and organic search

Areas of opportunity in driving more quality traffic through your SEM strategy

ATTORNEY CAMPAIGN

CASE STUDY

Purchase Funnel

Change in Campaign Zones

Campaign Zone Performance

Current Period vs. Previous Period

Awareness

Change in Total Sessions
# of website visitors

Change in New Users
first time a device (user) visits your website

+48% lift
in total sessions

Prior: 66170
Current: 98012

+31% lift
in new users

Prior: 38787
Current: 50897

Consideration

Change in Direct/Organic Sessions
#of users that type in URL/search engine

+24% lift
in direct/organic sessions

Prior: 21695
Current: 26854

Intent

Change in Page Sessions
# of users that complete a particular goal/action

+873% lift
in page sessions - contact us page

Prior: 3924
Current: 38179

ANOTHER WAY WE REVIEW RESULTS IS WITH INSTANT IMPACT

We measure your web traffic immediately following the airing of a spot (within 30 minutes,) showing the potential effect that your Effectv campaign had on driving web traffic.

A custom dashboard enables you to see results and consult with your Effectv AE as the campaign progresses.

Your custom dashboard shows web traffic attribution.

Select 2 KPIs to measure specific campaign goals.

What you see on the dashboard

The percentage increase in visitors after Effectv ad airs.

Track immediate visitors and visits in relation to the campaign schedule.

View conversion metrics.

This legal client saw an increase in responsiveness to their ad and an even greater increase in return visitors to the website during the month of March.

Immediate Visitors Lift | Month over Month

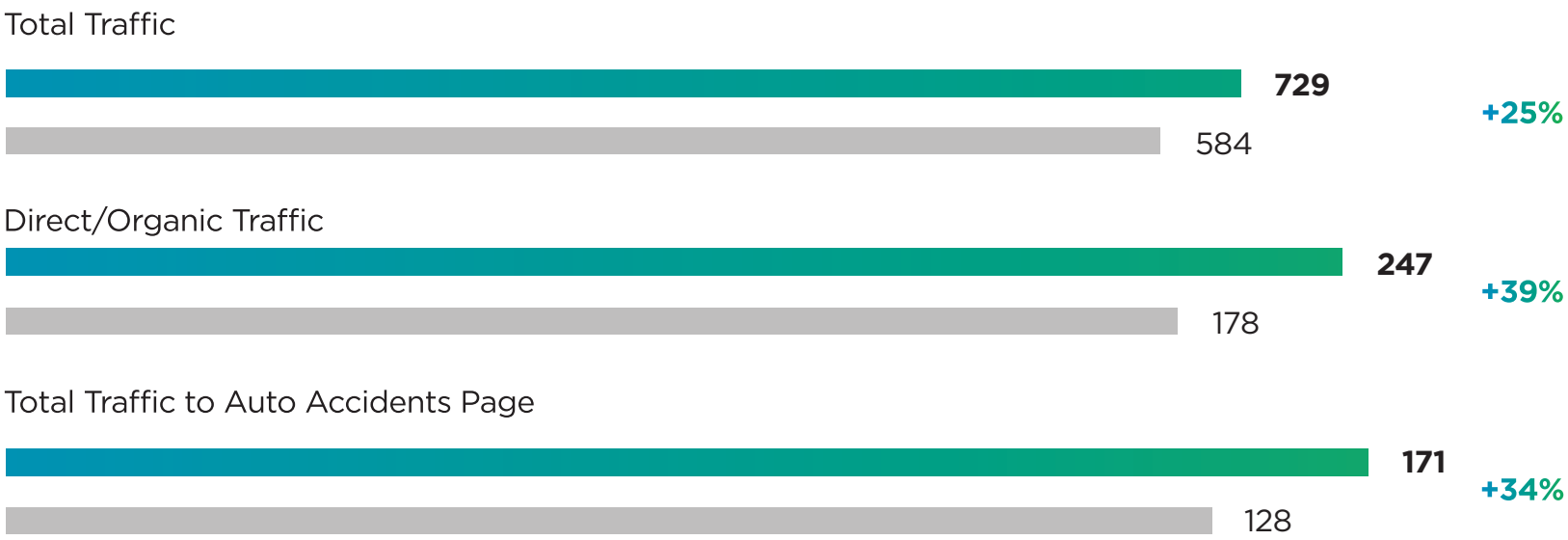
+65% increase in immediate visitors in comparison to average lift from Jan/Feb

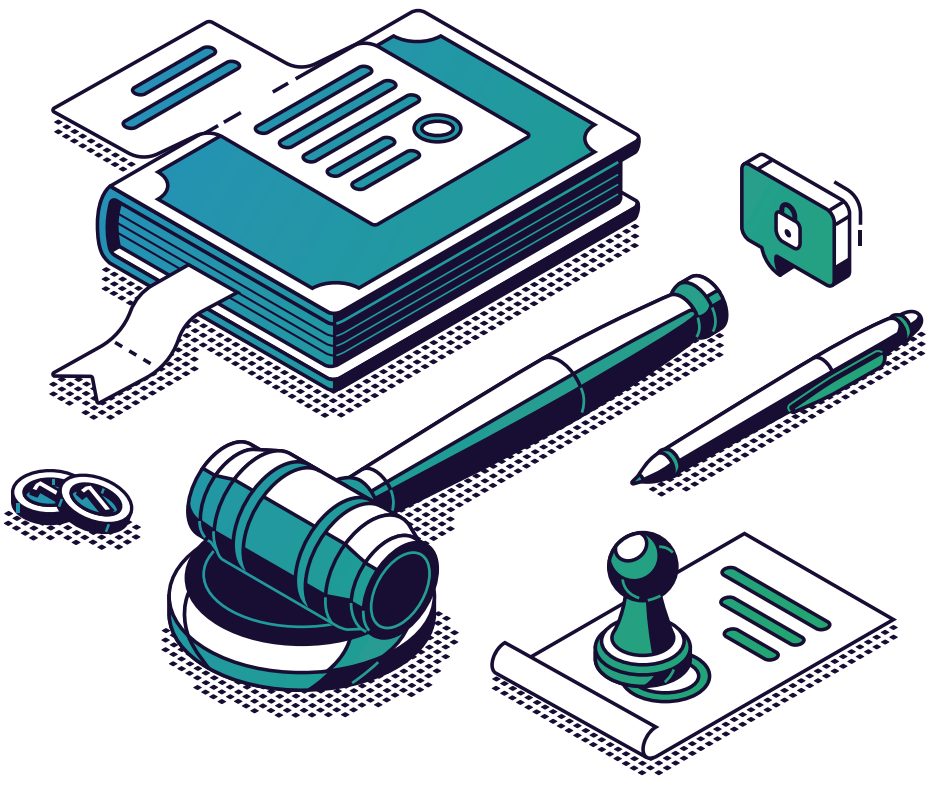
Return Visitors Lift | Month over Month

+82% increase in return visitors in comparison to average lift from Jan/Feb

There were also creative message optimization for this law client including:

- Address client concern on obtaining legal representation during the economic uncertainty.
- Creative was centered around **providing remote legal services** to those with stay at home orders.
- Web traffic increased week over week with the new creative added into the delivery mix





No matter the audience you're targeting we can reach them and provide metrics that prove the success of the campaign.

Source:
Scarborough USA+ (Jan18-May 19): Adults who have used a bankruptcy, personal injury, or other attorney in the past year.
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Google Analytics, Traffic metrics from Effectv Google Analytics Domain Report. User Metrics from Effectv Google Analytics Monthly Report and Channel Report. All Google Analytics towns matched to Comcast Hybrid Exclusive Ad Zones.

Instant IMPACT powered by TVSquared, Comcast Internal Viewership Data. Account Accessed: April 6, 2020; Google Analytics account, Accessed 04/01/20 for dates Mar 24, 2020 - Mar 31, 2020 Mar 16, 2020 - Mar 23, 2020 Website metrics. Traffic metrics from the Effectv Google Analytics Domain Report. User Metrics from the Effectv Google Analytics Monthly Report and Channel Report. All Google Analytics towns matched to Effectv Hybrid Exclusive Ad Zones.

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