

A background image showing a group of people in a meeting, likely lawyers, sitting around a table. They are looking at documents and a smartphone. The image is overlaid with a yellow tint and several circular patterns of diagonal lines. In the bottom right corner, there is a white curved shape containing the text.

Sales Reps Digital  
Targeting Strategies for the  
**Legal Services Industry**



# AUDIENCE EXTENSION

## Multi-Platform Targeting

Right Audience Across All Screens

### Frequently Used Targeting Mix / Options

#### General Population

- Run of network within target zip codes of your direct market area

#### Sample Behavior Targeting Options

- Legal Services

#### Common Content Targeting Options

- Law & Government > Legal Issues
- Family Channel

- Business
- Entertainment

#### Common Demographic Targets

- Income
- Age
- Gender

#### Retargeting

- Desktop site visitors
- Display & pre-roll
- Search retargeting

We'll optimize across content targets, data sets & platforms based on performance.

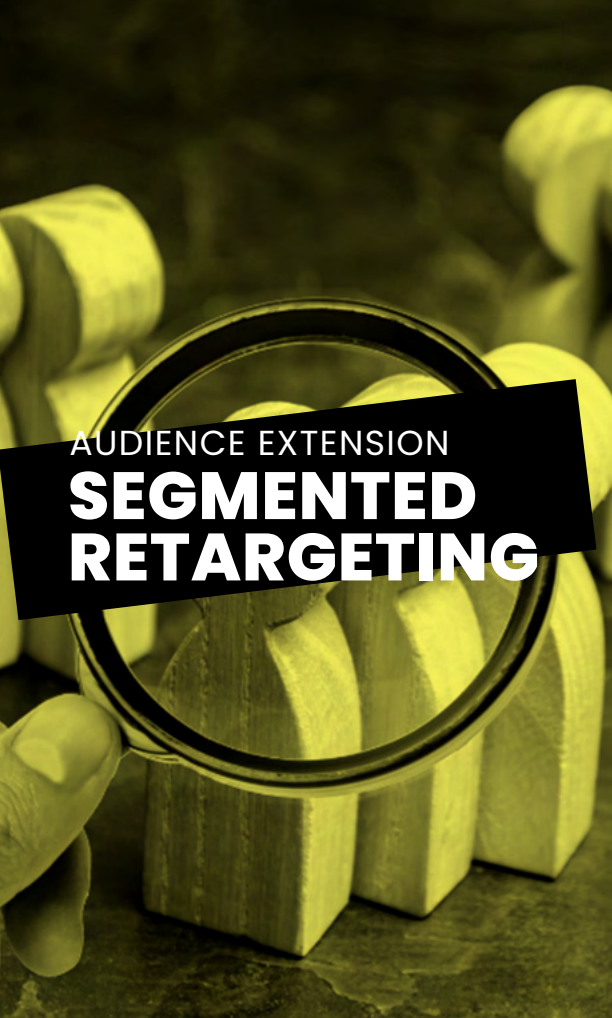


AUDIENCE EXTENSION

# INVENTORY + TECHNOLOGY

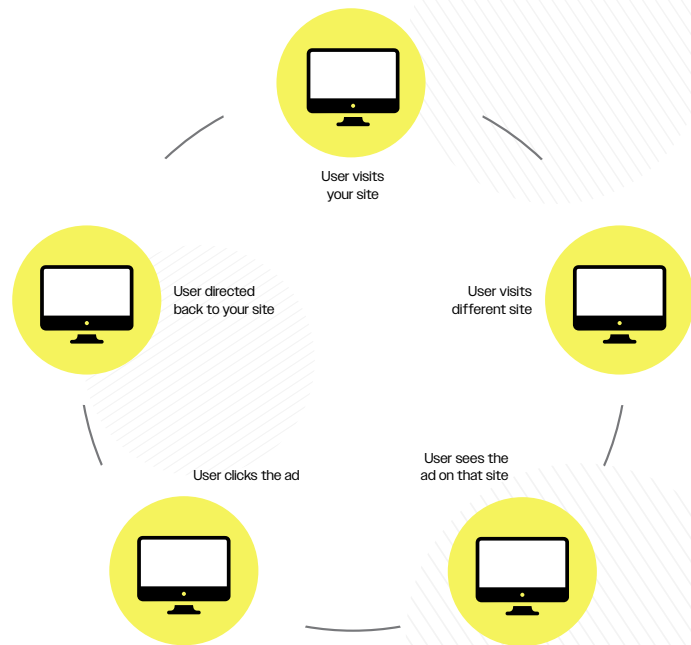


We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.



AUDIENCE EXTENSION  
**SEGMENTED  
RETARGETING**

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal



1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

# Case Study

## Digital Marketing

### Company Overview

A local attorney needed to bring new customers to their site to convert them into clients. Specifically they wanted to focus on DUIs and Criminal Cases.

### The Challenge

Today when customers need to find an attorney, they research online on sites that explain their particular problem. Without an online strategy they were missing out on customers everyday. They needed an online strategy to reach online researchers and turn them into clients.

### The Plan

By combining behaviour, content, IP and retargeting, the team was able to reach the client's target / potential high net worth consumer at all stages of the decision making process.

### The Results

In 6 months the team accomplished the following:

- Increased new client form submissions requests for appointments
- Increased the awareness of Attorneys services through content sites
- Increased the overall number of client appointments

### The Results

- 500K Impressions
- .11% CTR
- 550 site visits / interested applicants





# Audience Profile

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

- Extensive Reach
- Device Independent

Reach more customers with accuracy and privacy on any internet-enabled device.





To learn more about Adfuel and our advanced marketing solutions  
please visit us online at: [www.DigitalAdvertisingDirect.com](http://www.DigitalAdvertisingDirect.com)