



FAMILY LAW FIRM CASE STUDY

A regional family law firm used Thrive's CaseFlow System to improve lead quality, increase consultations, and open more cases.

AT A GLANCE

CHALLENGES

- Paid ads produced too many low-intent or poor-fit inquiries.
- Organic visibility was weak for divorce and custody searches.
- Intake staff spent too much time sorting through unqualified leads.
- Follow-up was inconsistent when prospects did not book immediately

RESULTS

- New leads increased 72%.
- Sales-qualified leads increased 238%.
- Consultations booked increased 94%.
- Consultation show rate increased 41%.
- Opened family law cases increased 68%.
- Cost per qualified lead decreased 46%.
- Revenue from new cases increased 79%

ABOUT THRIVE

Thrive Business Marketing helps law firms turn digital marketing into measurable growth by attracting qualified prospects and converting more of them into consultations and opened cases.

Our work with law firms focuses on building stronger visibility, improving lead quality, reducing wasted ad spend, and creating clearer systems for tracking what actually drives revenue.

To learn more about how Thrive supports lawyers and law firms in their digital marketing and business growth, visit:

<https://thrivesearch.com>

CLIENT PROFILE

Our family law firm client handled divorce, custody, child support, modifications, and related domestic matters in a competitive regional market. The firm had strong attorneys, but its marketing, intake, follow-up, and reporting were not working together as one growth system.

SOLUTIONS WE IMPLEMENTED

- Rebuilt the family law keyword strategy around high-intent searches.
- Reworked paid ad campaigns to reduce poor-fit inquiries and improve lead quality.
- Improved landing pages and forms with practice-area-specific qualification questions.
- Added source tracking across SEO, ads, website forms, and consultation requests.
- Built automated follow-up for new leads, missed calls, reminders, and no-show recovery.
- Shifted reporting from raw leads to SQLs, consultations, retained matters, ROI, and revenue.

RESULTS CLIENT SAW

Overall Lead Quality

CaseFlow gave the firm a clearer path from first touch to retained matter. Lead quality improved, consultation volume increased, and the firm opened more family law cases at a lower cost per qualified opportunity.

Firm Growth

The firm grew without simply increasing ad spend. Better tracking and follow-up helped turn more qualified prospects into booked consultations and opened cases.

72%

Increase in new leads

238%

Increase in overall SQLs

94%

Increase in booked consultations

68%

Increase in opened family law cases

46%

Decrease in cost per qualified lead

79%

Increase in new case revenue