



LAW FIRM CASEFLOW CASE STUDY

A law firm needed to reduce low-quality or poor-fit leads, improve lead quality while lowering cost per lead, and make paid ads produce better case opportunities for the firm.

AT A GLANCE

CHALLENGES

- Approximately 95% of leads were not qualified.
- Cost per lead was too high for the quality being generated.
- Ad spend needed to create better case opportunities, not just more inquiries.
- Budget needed to be reallocated toward stronger campaigns and channels.

RESULTS

- Paid ad engagement increased 107%.
- Paid CTR increased 38%.
- Cost per lead dropped 65%.
- Leads acquired increased 55%.
- SQLs increased 187%.
- Paid ad ROI more than tripled.
- Open cases from paid ads grew 126%.

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

This national law firm was investing in paid advertising, but the quality of the leads was not where it needed to be. The firm was receiving inquiries, yet too many were poor-fit leads that consumed staff time without turning into meaningful case opportunities.

SOLUTIONS WE IMPLEMENTED

- Audited campaign performance by channel, campaign, and lead quality.
- Reallocated budget toward campaigns producing stronger qualified lead volume.
- Improved ad targeting to reduce poor-fit inquiries.
- Refined ad messaging around higher-intent practice needs.
- Tracked leads beyond form submissions to measure SQLs and open cases.
- Optimized to business outcomes instead of surface-level lead volume.

RESULTS CLIENT SAW

Lead Efficiency

Paid advertising became more efficient after budget was shifted toward stronger campaigns and channels. Cost per lead dropped 65% while lead volume increased 55%.

Lead Quality

The quality of paid ad leads improved meaningfully. SQLs increased 187%, showing that the firm was not simply generating more inquiries, but more qualified opportunities.

Case Growth

Paid ad ROI more than tripled, and open cases from paid advertising grew 126%. Paid media became a stronger source of actual case growth, not just front-end activity.

65%

Decrease in
cost per lead

187%

Increase in
overall SQLs

126%

Increase in open cases
from paid ads

107%

Increase in paid
ad engagement

38%

Increase in
paid ad CTR

3x+

Paid ad ROI
Improvement