

What Leading Injury & Workers' Comp Firms Are Achieving With **LeadDirect**



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What We Do

We work with contingency-fee personal injury and workers' compensation firms that want one thing: predictable, profitable new cases at a cost partners can trust.

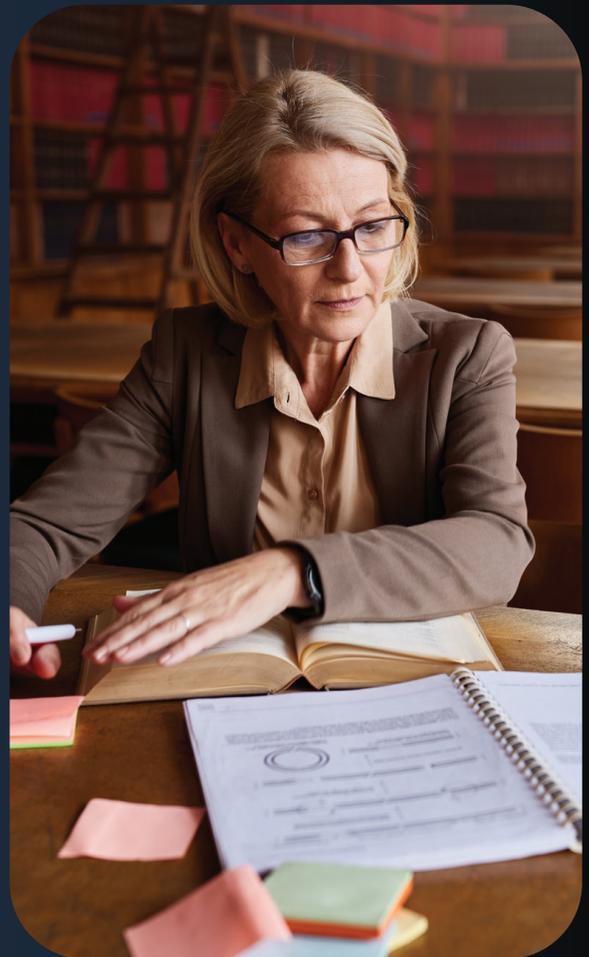
The following pages contain snapshots from three active LeadDirect programs—different markets, different practice mixes, but the same underlying model: exclusive, vetted leads, a disciplined intake process, and a focus on cost per case and ROI, not just “more leads.”



How the LeadDirect Model Works

Across these firms,
the structure is consistent:

- **Define the target**
Practice area, geography, and ideal case profile are set up front.
- **Deliver exclusive, vetted leads**
High-intent inquiries are matched to a single firm based on practice area and location—no sharing or auctions.
- **Send leads in real time**
Leads are delivered instantly so intake can follow up quickly, which is critical in legal conversion.
- **Close the loop on signed cases**
We track which leads become signed clients, not just how many forms were filled out.
- **Optimize to cost per case and ROI**
Campaigns are tuned around cost per case and return on marketing spend, so firms can invest with confidence.



Firm 1: Workers' Compensation

High conversion and sub-\$900 cost per case

One workers' compensation firm wanted a statewide, predictable pipeline of case-ready leads and a cost per case the partners could rely on.

With LeadDirect, the program has delivered:

- Leads delivered: 145
- Lead → signed case conversion: 22.7%
- Signed cases: 33
- Cost per lead (CPL): \$200
- Total media investment: \$29,000
- Cost per case: \$879
- Leads per signed case: 4.4 (vs. a 13.4-leads-per-client industry benchmark)



Despite operating in a competitive workers' comp market, this firm now has a **repeatable acquisition model**: new cases at **under \$900 per case**, with fewer than five leads required on average to sign a client.

What it means for them

They can plan staffing and growth around a known acquisition cost instead of guessing what each new client will cost.

Firm 2: Personal Injury–Broad Injury Mix

Consistent volume and strong return on ad spend

A personal injury firm handling a wide mix of serious injury cases needed steady, profitable volume, not just spikes in inquiries. The partners wanted to know: *If we spend an extra dollar, what should we expect back in fee revenue?*

LeadDirect performance for this program:

- Total leads: 122
- Signed cases: 12
- Conversion rate: 9.84%
- Cost per lead (CPL): \$300
- Total leads cost: \$36,600
- Cost per case: \$3,050
- Average revenue per case: \$10,000
- Case revenue on this cohort: \$120,000
- ROI: ~228% (about **3.3X** return on marketing spend)



Even with a mid-single-digit monthly case count, the economics are compelling: **\$36.6K in lead spend generated \$120K in case revenue**, while keeping cost per case at just over \$3,000.

What it means for them

The firm can confidently reinvest, knowing that incremental dollars put into LeadDirect are expected to produce a meaningful surplus in fee revenue—without overwhelming their attorneys or intake team.

Firm 3: Personal Injury—Higher-Value Cases

Lower volume, extremely high ROI

Another personal injury firm focuses on **higher-value matters** and cares more about **profit per case** than raw volume. Their goal: add the right cases at a cost that leaves plenty of room for margin.

LeadDirect performance for this program:

- Total leads: 18
- Signed cases: 4
- Conversion rate: 22.22%
- Cost per lead (CPL): \$400
- Total leads cost: \$7,200
- Cost per case: \$1,800
- Case revenue on this cohort: \$120,000
- ROI: 1,566.67% (about **16.7X** return on marketing spend)



With a relatively small number of leads, the firm signed **4 cases** at an all-in **cost per case of \$1,800**, and those cases generated **\$120,000 in revenue**.

What it means for them

The partners have a scalable way to add **high-value cases at a fraction of the expected fee**, turning marketing spend into a powerful lever for selective, profitable growth.

Common Threads Across These Programs

While these firms differ in market, size, and case mix, their best results come from the same formula:

- **Exclusive, vetted leads**
Each inquiry is matched to the firm by practice area and geography,
- so intake is working real opportunities—not generic “maybe” contacts.
- **Strong intake and speed-to-lead**
Real-time delivery plus defined processes for follow-up drives double-digit conversion in two of the three examples.
- **Conversion data driving decisions**
The focus isn't just on leads received; it's on which leads become clients. That signed-case data feeds back into targeting and filters.
- **Clear, predictable economics**
Every program operates with visibility into **cost per case** and, where tracked, **return on marketing spend**, allowing partners to decide how aggressively to scale.



What This Could Look Like for Your Firm

Every firm and market is different, so your numbers will be your own. But the **model is consistent**:

1. Start with your **practice focus, markets, and intake capacity**
2. Set goals around **cost per case**, case volume, and ROI
3. Use LeadDirect to deliver **exclusive, vetted leads** into your intake process
4. Track which leads become **signed cases**, and optimize from there

If you have a sense of what a new case is worth to your firm—and you're willing to track signed clients by source—we can show you what a program like this might deliver with **your** numbers.



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