

# Advertising and Advanced Analytics

More exposure. Accurate targeting. Improved performance.



With Avvo Elite advertising you can appeal to those consumers looking for help in any or all of your practice area specialities. Focus within the geographic locations that matter, even if you have offices in multiple cities, counties or states. Combining advertising with the included Advanced Analytics, you'll maximize your return on investment by concentrating on the areas that deliver the best clients for your firm.

## Build your exposure using targeted ads

Avvo offers two types of advertising - sponsored listings and display advertising. Use either or both to get the type of exposure you want.

### Sponsored Advertising

Be seen in our premium position at the top of Avvo.com search results when consumers search for an attorney in your practice area and location, as well as in our Q&A and legal guides sections. Your ad is designed to encourage visitors to connect with you by displaying the best information, including multiple contact options.

**Scott A. Nichols**  
Virtual Consultation  
Dedicated & Experienced Speeding/Traffic Ticket Lawyer. Call For A Free Consultation! (123) 777-7777  
Website  
308 reviews  
Avvo Rating: 10  
42 years licensed  
Review: Scott Nichols is the only attorney I will ever let handle my legal affairs and recommend him to any of my family and friends. I have used him two times in the last ...  
Read more

Accepting new clients!  
Free consultation!

Chat Now  
Message  
(123) 777-7777  
Book a time

### Display Advertising

Use display advertising to highlight your firm's brand and value proposition. These ads are customizable and come in static or animated formats. Display ads appear throughout our site in placements designed to attract consumer interest.

ADVERTISMENT  
DAVID B. REYES  
CRIMINAL DEFENSE LAWYER  
Call (321) 670 2345  
Free Consultation  
45+ 5-star Client Reviews  
6 convenient locations  
REYES LAW FIRM

## Optimize your investment with Ad Tracking

You'll have the option to use a different phone number on your ads for each geographic area you want to cover or practice area specialty. Choose a toll free number or a local number for any of the markets you serve. You can even test which ad message and creative is most effective to help you get more calls from prospects. Ad tracking includes a report showing total calls by ad type, practice area, and region.

Ad Type	Practice Area	Region	Total Contacts
Sponsored Listing	Drug Crime	Muskegon County	12
Sponsored Listing	Drug Crime	Oceana County	9
Sponsored Listing	Federal Crime	Muskegon County	8
Sponsored Listing	DUI&DWI	Kent County	6
Sponsored Listing	DUI&DWI	Oceana County	4
Sponsored Listing	Drug Crime	Kent County	3
Sponsored Listing	Federal Crime	Kent County	1
Sponsored Listing	Criminal Defense	Muskegon County	1

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## Track the details with Elite Contact History

Avvo Elite advertising includes detailed information about all contacts made to you, whether it's a click to your website, a click to schedule an online meeting, a call to your office, or chat engagement from our site. This detailed information allows you to see where clients are finding you so you can modify your marketing plan to fit your needs. Historical reporting and the option to download data is provided for further lead management and client intake analysis.

**Your contacts**  
Last 30 days:

**41** Total Contacts

- 16 Phone calls
- 3 Messages
- 19 Website clicks
- 0 Live chats

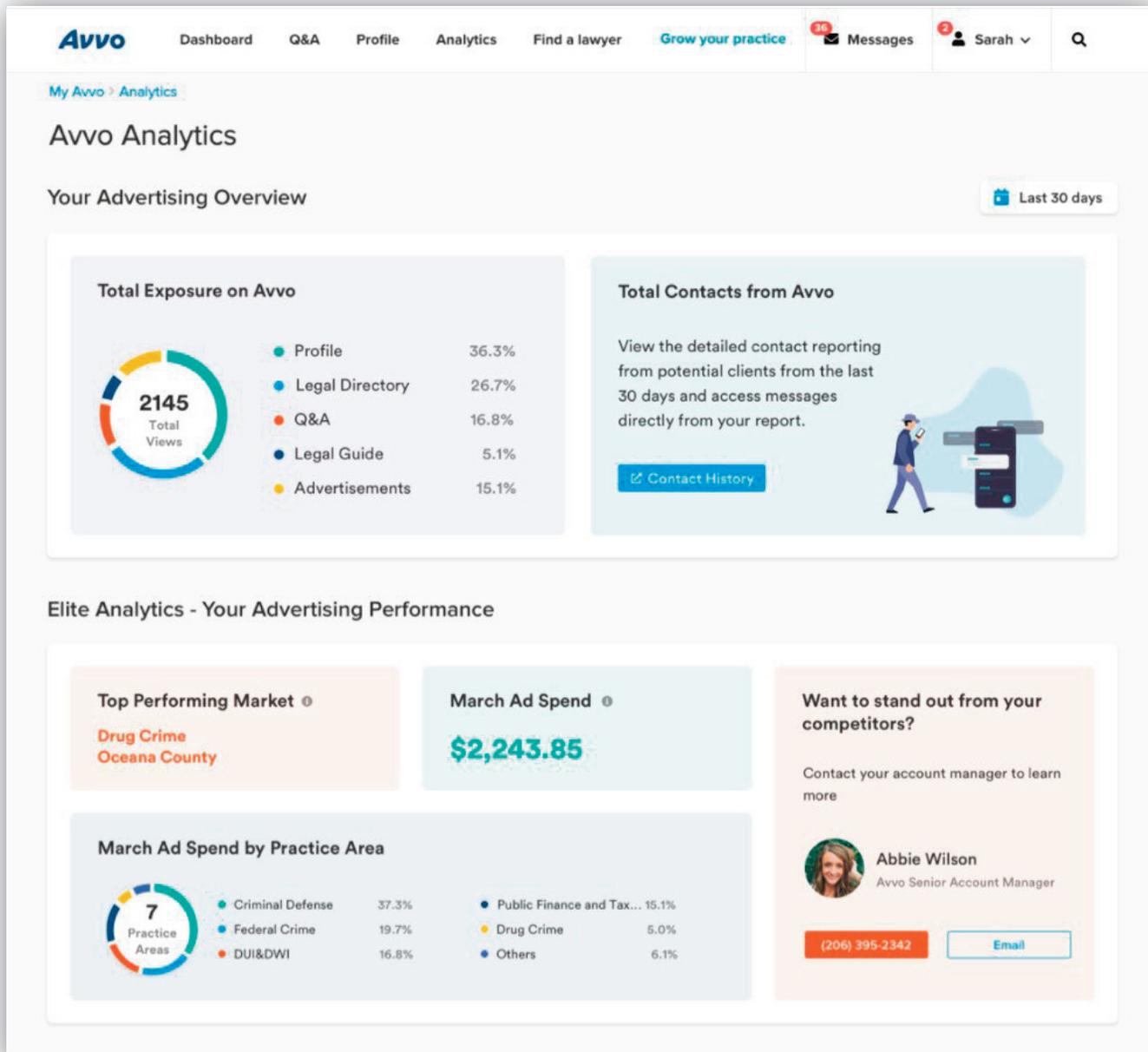
Contact type: Filter...

Download CSV Search...

Date / time (PST)	From	Details
Oct 20, 10:49 AM	Website click	Okanogan County, WA
Oct 13, 8:16 AM	Website click	
Oct 8, 1:51 PM	(321) 697-2331 Isobelle Fleming	1 min 27 sec
Oct 8, 9:45 AM	(509) 429-5922 Aston Conrad	4 min 28 sec
Oct 6, 9:41 AM	Website click	

## Know what performs best with Advanced Analytics

A personal analytics dashboard is available at all times, giving you insight into performance across all of Avvo.com. Both advertising and non-advertising sources are included in an easy-to-use display. Your dedicated account manager will help you understand what’s performing best, adjust your campaigns and partner with you to gain more clients.



## Advanced Analytics and Contact History includes

- ✓ Breakdown of where you're being seen on Avvo
- ✓ Your current best performing ad practice area and market
- ✓ Percentage of advertising spend by practice area
- ✓ Total calls by ad practice areas and markets
- ✓ All calls made to you by date, time, duration, call location and caller ID
- ✓ Contacts by type - call, message, website, scheduler or chat

## Exclusive service for Avvo Elite

Avvo Ad Tracking and Advanced Analytics are available when you subscribe to Avvo Elite. Features included with Avvo Elite help to maximize your overall awareness to consumers and help increase total engagements from your advertising and organic presence on Avvo.com. Contact us to find out more about Avvo Elite advertising and other services to help grow your practice.

## Why Avvo



Millions of site visitors every month



The largest legal Q&A forum for attorneys to engage clients



Visitors with legal needs, 50% of which are urgent



Experienced marketing specialists to help you grow



Marketing packages that deliver contacts and leads

Avvo is powered by Martindale-Avvo, the largest legal marketing network helping attorneys grow their practice through exposure to 25 million consumers monthly. We drive prospects to attorneys with real-time lead generation, online legal profiles, live chat, website services, and lead intake and management tools.

**Avvo**