LEGAL CASE STUDY

Law Firm:
More Awareness, More Cases

Amazon Streaming TV that built brand recall before legal needs arise.

OVERVIEW

Client
Legal services firm

Campaign length
Ongoing, annual

Geography
Urban area

Monthly investment
$13,000

Products used
Amazon Streaming TV: Prime Plus

OBJECTIVE

Grow awareness and demand for legal services by reaching the right audience while they're focused on premium streaming content.

7 leads
in the first 60 days, from an awareness campaign.

STRATEGY AND SOLUTIONS

We used **Amazon Streaming TV: Prime Plus** and Amazon's own data to target homeowners, married households, and blue-collar professionals ages 35–65 with household incomes of $75,000 and under.

Streaming TV reaches people during moments of **full attention**, builds recall **before** a legal need arises, and places the firm's message next to premium, trusted content.

The client confirmed an **increase in overall cases**, along with more website sessions and engagement.



RESULTS

580
on-site conversions in the first 60 days

7
leads from form fills and phone calls

Need to be top of mind before customers need you? Streaming TV builds that recall.

Results from a single advertiser; individual results vary.