

# Connect with Clients

Our research experts blend market research and consumer analytics to provide you with insights that help shape your strategy and inform your decisions.



## Insights + Analytics

Understanding your target audience and your market is critical to creating a successful marketing strategy. We combine reporting from respected sources with expert analysis to gain insights and provide direction.

### OUR RESEARCHERS FOUND THAT:

# 86%

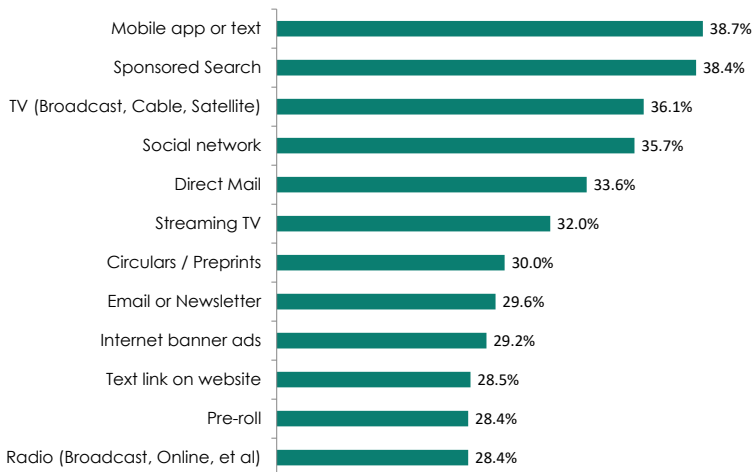
of consumers say they would use Google when looking online for a lawyer



both mobile + desktop devices

Source: "New Study: How Consumers Choose Lawyers Online." iLawyerMarketing.com

### Response Rates for Legal Service Advertising



IN 2022, U.S. CONSUMERS SPENT  
**\$19,842,503,800**  
 ON LEGAL SERVICES



**24,043,031**  
 U.S. ADULTS GO ONLINE DURING A  
 TYPICAL MONTH SEEKING LEGAL  
 ADVICE OR INFORMATION

Sources: 2022 Census Bureau and 2022 Bureau of Labor Statistics Consumer Expenditure Survey compiled by EASI and AdMall.com

## Want to learn more?

Talk to one of our digital marketing experts about our marketing research services.

Our experienced researchers will work with you to identify the most valuable information for your law firm and prepare a custom report to help you make the most of your advertising investment.

## SOLVING YOUR MOST COMPLEX MARKETING CHALLENGES