



# SNAPLEADS

DATA-DRIVEN MARKETING SOLUTIONS

**INCREASE  
YOUR CLIENT'S  
CALLS BY 30%**



**MYSNAPLEADS.COM  
MIAMI, FL**

## THE PROBLEM

Faced with diminishing returns from PPC advertising, a Florida marketing agency partnered with SnapLeads to provide data-driven direct mail to a divorce law firm client.

## THE SOLUTION

The firm tapped into SnapLeads' data-driven marketing tools to identify people named in divorce filings to introduce them to the firm. These people were sent bar-approved letters using SnapLeads' seamless direct mail system which delivers to only potential clients with a timely need for divorce representation.

## THE RESULTS

During the first six months, the campaign reached 5,890 unique targets in just one Florida county. This drove almost 200 phone calls and 68 qualified leads in the first 180 days through a dedicated phone line with detailed call tracking analytics. The campaign was so successful the firm expanded into two additional counties and as of Jan 2019, SnapLeads provides the firm with 31% of their new divorce-related calls each month. Our clandestine agency partner continues to take all the credit and we're THRILLED with that.

## SUMMARY

01

5,890 Unique Targets

03

180 Days

02

200 Phones / 68 Qualified Leads

04

31% of New Case Calls

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