

# Case Study Damste

**Damsté**  
ADVOCATEN | NOTARISSEN



# Legal certainty in construction projects

Damsté positions itself as a legal partner that supports construction projects from contract formation through to completion. In a sector where stakes are high and risks accumulate quickly, legal certainty is essential rather than optional.

The campaign presents Damsté as a reliable guide that provides clarity and reassurance throughout the entire construction process.



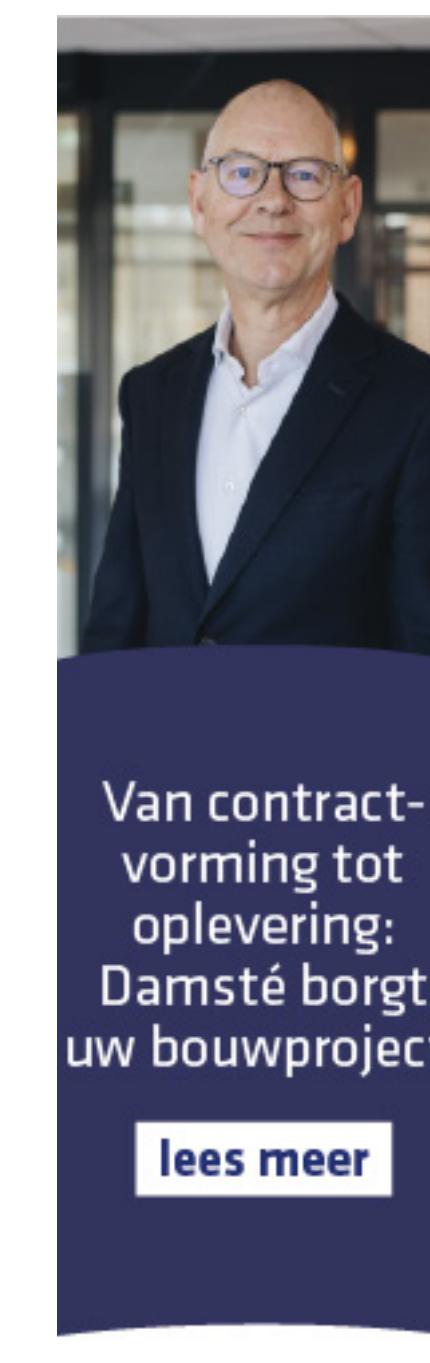
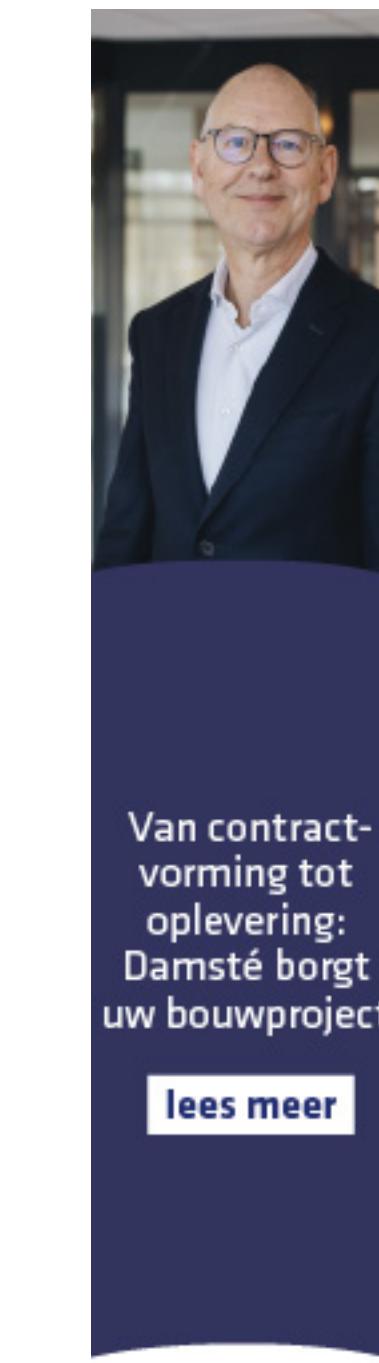


# Construction projects require legal control

Construction projects involve complex contracts, liabilities, and collaboration structures. Without clear legal guidance, delays, disputes, and financial risks are inevitable.

Many clients only become aware of legal bottlenecks once problems arise. The challenge was to reach this audience early and position Damsté as a partner that secures projects proactively.

# From banner to conversion, at exactly the right moment.



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## Expertise communicated in one message

Techads developed display campaigns built around a clear, content-driven message: Damsté safeguards construction projects from contract formation to delivery. By focusing on expertise, trust, and continuity, the legal role was made tangible and accessible.

Through consistent visual assets, a recognizable face, and a clear call-to-action, display advertising was used to spark substantive interest and drive users toward deeper engagement.



# Results

2.000.000  
impressions

200.213  
times Damsté Advocaten's  
message was displayed on  
FD.nl

6003  
potential clients  
converted

# Kickstart your campaign.

## Contact.



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**“Invest in technology, before your competitor does.”**

Eduard Nandelall  
CEO