

Winning the Case: Driving Awareness for a Personal Injury Law Firm

89%

Story View Rate

12.1%

Engagement Rate

2.6%

CTR (Click-Through Rate)

- **Product:** Story Ads, Curation
- **Audience:** Women 31-45, HHI \$55K+, interested in plastic surgery
- **Campaign Goals:** The primary objective of the campaign was to drive local brand awareness across the target market, by incorporating a performance-driven approach that combined high-impact Story Ads, precise audience targeting, and optimized delivery to maximize user engagement and guide potential clients toward seeking the firm's legal services.
- **Region:** US (West Palm, FL)

> Context

A premier Personal Injury Law Firm based in West Palm Beach, Florida, was looking to significantly increase local brand awareness and drive highly qualified potential clients to their website.

In the highly competitive legal landscape, reaching individuals who are actively seeking legal assistance—or who are likely to require it—demanded a highly precise, data-driven targeting strategy to maximize campaign engagement and overall budget effectiveness.

> Solution

Engaging Formats: The campaign utilized high-impact Story Ads designed to capture user attention natively within content feeds, creating a visually compelling and immersive brand experience.

Contextual Categories: Premium ad inventory was strategically curated across highly relevant contextual verticals—specifically Law, Auto, Health, and Business—ensuring the firm's messaging appeared alongside trusted, brand-safe content.

Audience Precision: The primary audience was pinpointed as Women aged 31-45, with a Household Income (HHI) of \$55K+, and showing an interest in plastic surgery (highly relevant for personal injury recovery contexts).

Retargeting & CTAs: Continuous engagement was sustained via retargeting tactics aimed at interested viewers. To drive action, an interactive overlay CTA button provided users with a direct path to learn more about the firm's services.