

**RADIO OBJECTIONS
OVERRULED:**

**RADIO CAMPAIGNS
LIFT SITE TRAFFIC
FOR LEGAL SERVICES**



Attorneys/Legal Services

- ❖ **Most common reasons people need help**
 - Family issues (divorce, adoption, etc.)
 - Estate planning (wills, trusts, etc.)
 - Personal injury
 - Criminal
 - Business
- ❖ **How they find lawyers**
 - 58% will search online
 - Close to home
- ❖ **What matters to them**
 - Years of experience
 - Recommendations
 - Pricing/rates/fees
 - Results/outcomes of similar cases



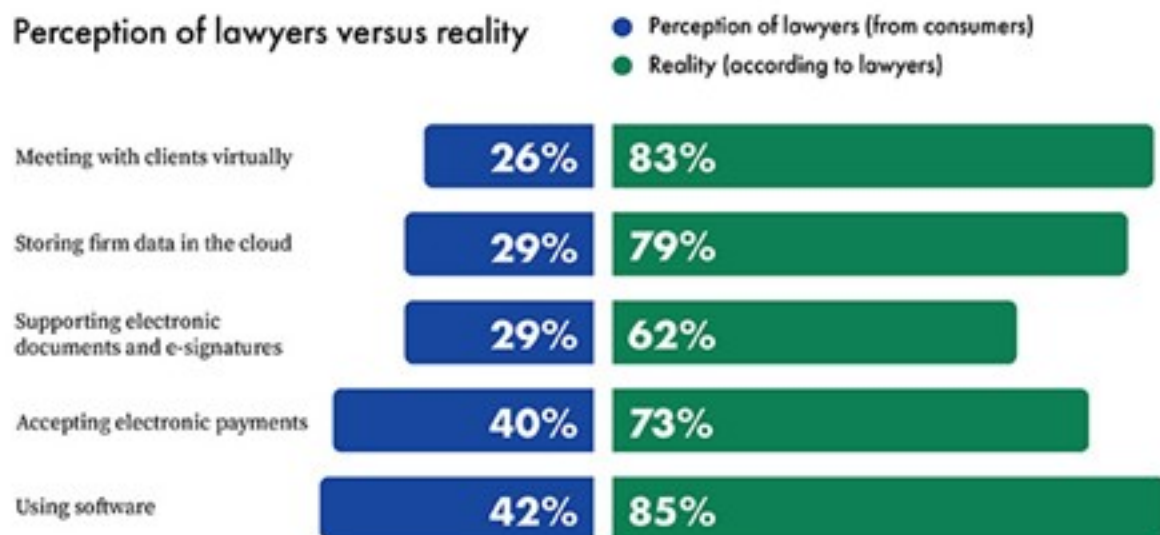
COVID-19 IMPACT ON LEGAL SERVICES INDUSTRY

- Like other industries, COVID-19 had both a positive and negative impact
- Legal services industry experienced layoffs
- Legal firms focused on real estate, commercial sales, intellectual property, bankruptcy, etc., remained the same or grew¹
 - Criminal, personal injury and traffic case activity decreased
- Top 100 law firms grew revenue in 2020 with total revenue up 6.6% to \$111B²
 - Average revenue per lawyer: \$1.05MM, up by 5% from 2019
 - Profits per equity partner: \$2.23MM, up by 13.4%

COVID-19 IMPACT ON LEGAL SERVICES INDUSTRY

- Technological adoption
 - Use of videoconferencing, electronic payments/billing and document/file management
- Despite adoption rates, consumer perception of legal services capabilities to use technology is poor

Perception of lawyers versus reality



COVID-19 IMPACT ON LEGAL SERVICES FUTURE

According to McKinsey & Company

- Historically law firms have been unaffected by economic downturn, but there is still some uncertainty
- Demand for services from law firms will vary based on their area of expertise/focus
 - Travel, transportation and leisure will be down
 - Healthcare may be flat to up
 - Mergers and acquisitions up
- Geographical impact created by pandemic, various guidelines, social distancing, etc. will also determine long term impact – for example, NYC

RADIO REACHES PROSPECTIVE LEGAL CLIENTS



Total Population

- 90% used personal injury attorney past year
- 88% used other attorney past year

African Americans

- 88% used personal injury attorney past year
- 87% used other attorney past year

Hispanics

- 93% used personal injury attorney past year
- 91% used other attorney past year

Source: Scarborough USA+ 2020 Release 1 Total (Jan 2019 – May 2020)

BACKGROUND DATA

Jan 2020 – Dec 2020

682,000+ Radio Ads

215 Advertisers

10M Total Sessions

Jan 2021 – Jun 2021

337,000+ Radio Ads

176 Advertisers

4.4M Total Sessions

RADIO DROVE LIFT FOR ATTORNEY/LEGAL SERVICES SITE TRAFFIC IN 2020

Radio campaigns significantly increased site traffic in 2020 – reflective of the uncertainty and impact of the pandemic.

684,000+ Radio Ads

JAN – DEC 2020

Increased visitor lift average

13%

New visitors from ads

Over 729K

Total new users

8.47M

Source: NumericOwl Attorney/Legal Services, 2020



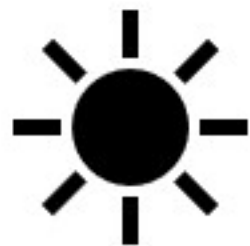
AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU

Radio Drove Higher Web Lift From New Users Mid-Week in 2020



MIDDAYS IN 2020 WAS A DRIVER FOR ATTORNEY/LEGAL SERVICES



Midday
(10 a.m. - 3 p.m.)
highest number
of new users and
visits per airing



Afternoon
(3 p.m. - 7 p.m.)
1.2 users for
every spot aired



Morning
(6 a.m. - 10 a.m.)
92% of
Afternoon
new users



Evening
(7 p.m. - 12 a.m.)
60% of
Midday
new users



Overnight
(12 a.m. - 6 a.m.)
delivered
36K
new users

Insight: While Midday drove the highest number of users, Evening also drove lift.

Source: NumericOwl Recruitment, 2020



AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU

RADIO CONTINUES TO DRIVE LIFT IN 2021 FOR ATTORNEY/LEGAL SERVICES WEBSITES

Radio campaigns continue to boost site traffic in 2021 even as guidelines are relaxed.

337,000+ Radio Ads

JAN – JUN 2021

Increased visitor lift average

10%

New visitors from ads

Over 234K

Total new users

3.66M

Note: Radio drove 26% increase in new user web traffic on days when spots aired.

Source: NumericOwl Attorney/Legal Services, Jan – Jun 2021

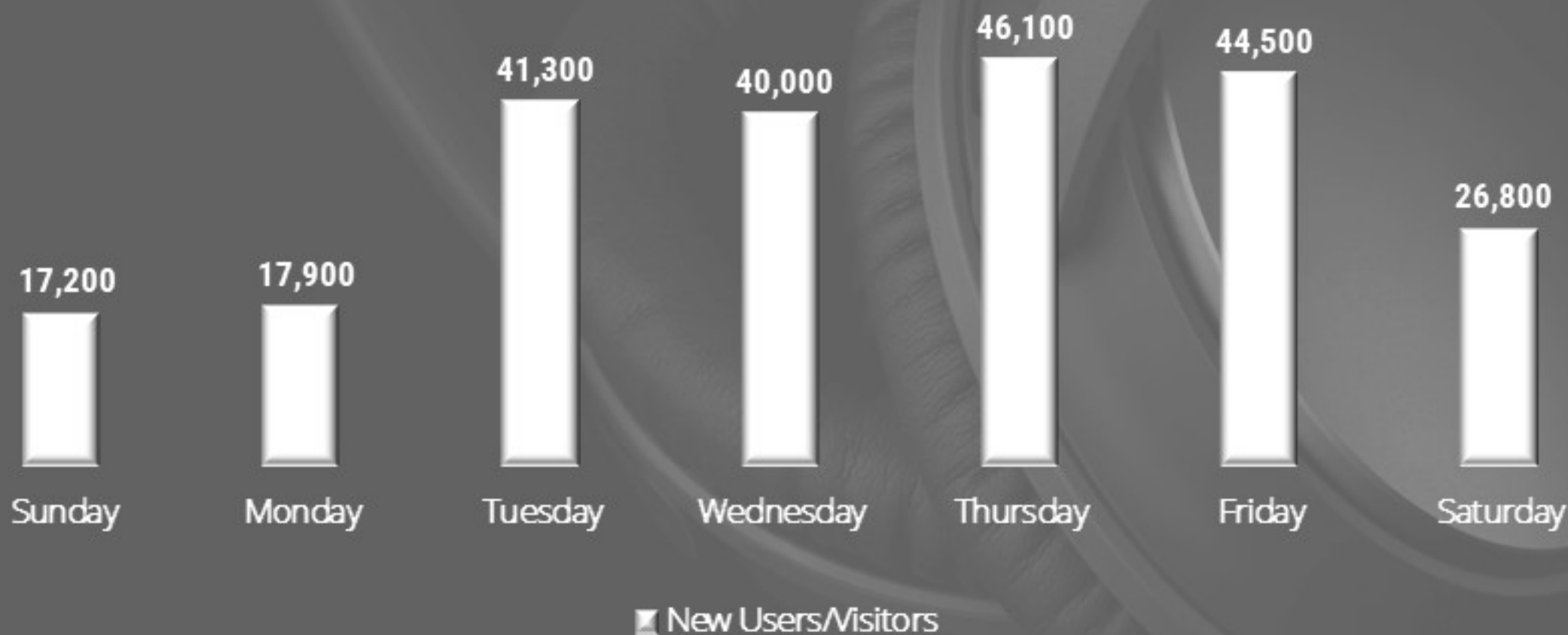


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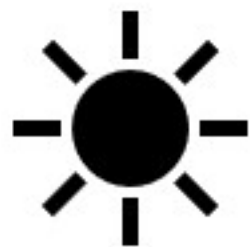
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Radio's Influence for New Site Traffic Shifts in 2021

Best Days – Thursday and Friday



MIDDAY IS A KEY DRIVER IN 2021 FOR ATTORNEY/LEGAL SERVICES



Midday
(10 a.m. - 3 p.m.)
highest number
of new users and
visits per airing



Afternoon
(3 p.m. - 7 p.m.)
72% of
Midday
new users



Morning
(6 a.m. - 10 a.m.)
60% of
Midday
new users



Evening
(7 p.m. - 12 a.m.)
90% of
Morning
new users



Overnight
(12 a.m. - 6 a.m.)
delivered
19K
new users

***Insight:* Midday has the highest influence;
Morning and Evening are powerful contributors when combined.**

Source: NumericOwl Recruitment, Jan 2020 - Jun 2021



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RAB RADIO
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Proof: Radio is an Effective Driver For Attorney/Legal Services Site Traffic

- The Legal Services industry was impacted by the pandemic
 - Some sectors experienced growth in both filings and staff while others experienced steep declines
- Radio is an effective medium for reaching consumers who need various legal services – from family to business law
- Radio campaigns can increase visits to attorney/legal services sites:
 - Thursday experienced the highest lift in web traffic for legal services sites in both 2020 and 2021 to date
 - Site traffic was highest during the peak of the pandemic at 13%; Lift remains high first half of 2021 at 10%
 - Radio delivered a 26% lift in new user activity when spots aired.
 - Midday had the highest new site visitors in 2020 and FH 2021 but evenings should not be discounted as a driver of lift in site traffic

Find
a lawyer

SHIFT