

4LegalLeads.com sees unprecedented conversion rate and ROI increases with TrustedForm Insights

The problem

Despite extensive efforts to enhance lead quality and expand its publisher network, 4LegalLeads.com faced persistent challenges.

Even with top-notch quality control and verification teams, 4LegalLeads.com would not settle for anything less than optimal lead quality and ROI. With an expanded publisher network, 4LegalLeads.com went in search of additional tools to monitor and enhance lead quality to ensure the scalability of their business with quality control in mind.

The solution

ActiveProspect helped 4LegalLeads.com identify thousands of bots, bad actors, and aged data from ever appearing on its network. In fact, 4LegalLeads.com improved its ROI by cutting 27% of suboptimal leads and removing 10% of its low-performing publishers.

“ActiveProspect is an absolutely critical part of our feedback loop. It also acts not only as a first line of defense, but a deep research tool when following up on red flags and potential bad actors in the industry.”

Vince Wingerter, CEO & Founder

The implementation of ActiveProspect increased publisher scalability, improved lead quality, and will continue to bolster 4LegalLeads’ ROI into the future through diligent monitoring and real-time optimization.

4LegalLeads.com

84%

Reduction in unwanted or aged leads

10%

Of publishers were substandard and removed

4LegalLeads.com connects prospective clients seeking legal help directly to a law firm in real time via inbound calls and exclusive leads.