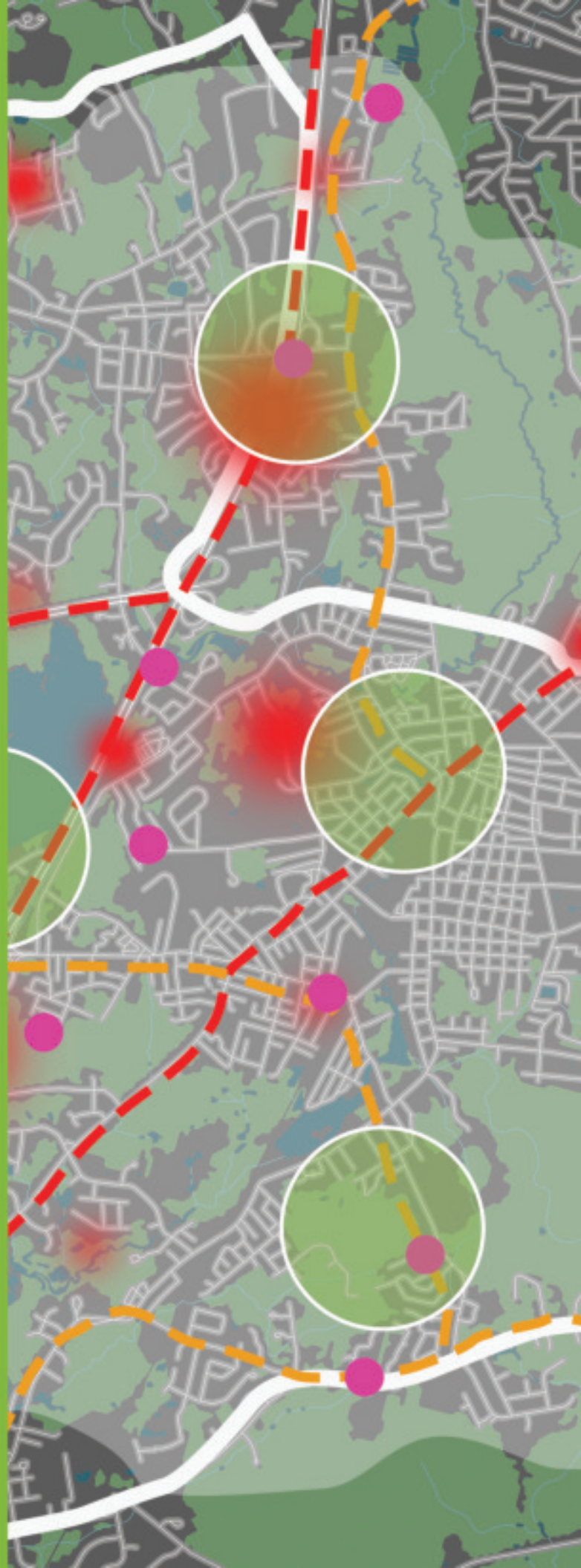


MotionMetricsSM Revolutionizes Audience Targeting for Law Firms

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The Shortest Distance between **you** and your **next client**

One of the biggest challenges that any law firm faces is getting their messages in front of clients who need their services. Markets are crowded and there are many firms competing for the same advertising space, whether it be billboards, Out-of-Home (OOH), radio or digital.

Consumer Attorney Marketing Group (CAMG) has built an innovative and groundbreaking solution to help firms of all sizes maximize their outdoor, radio and digital advertising dollars—[MotionMetricsSM](#).

MotionMetrics makes use of the same data used by Apple and Google maps to target potential clients where they are as they move throughout their day. The result is a revolutionary and comprehensive marketing solution that takes into account data about traffic congestion (including accidents), outdoor locations, demographics and more to identify advertising opportunities in individual markets, both big and small.

The Art and Science of Outdoor Advertising

Every week, the average U.S. Personal Injury client travels 194 miles in a car. That is between 4.5 and 5.5 hours looking at the road through the windshield.¹ This is a huge opportunity for law firms to reach clients and in fact, in 2019, Lawyers and Law Firms spent nearly \$200 million on Out of Home advertising to reach those drivers.

CAMG decided to look at ways to leverage the state-of-the art data that's currently available about traffic patterns to find a better way to target those potential clients. We wanted to know: What makes one billboard better than another? And what makes one time or place more valuable than another?

There is an art and science to billboard advertising. Drivers only have a limited amount of time to read a billboard while they're passing it, so it needs to be eye-catching, and feature messaging that is direct and to the point.

At the same time, various locations will have more of an impact on drivers based on where they're likely to be going when they pass it. For example, billboards near sports stadiums in a city will often have advertising for the teams as well as for related items like tailgate snacks and beverages.

Wouldn't it follow then, that the most effective billboards for auto accident attorneys would be the ones that are situated on the most congested roadways? Or even those that may be in a prime location near your firm's offices, or are heavily traveled by the demographic of clients you're targeting.

Finding these locations in the past wasn't always so scientific. There were a lot of factors and law firms may have purchased their billboard locations based on "what's available" rather than "what's the best location for my target clients to see me?", taking into account factors such as price, real traffic patterns, time of day, and more.



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MotionMetrics sets out to find those effective locations. That takes real insight into road networks, congestion and accident history, which MotionMetrics blends with real-time Outdoor media inventory data. It's a sophisticated tool that reports the measures real value of an Outdoor Media placement, not just its cost.

Gold Standard Data Providers

MotionMetrics uses four gold-standard data providers. Using this data as a basis, CAMG has developed a diverse application that can:

- Identify accident hot spots, i.e. those places where slowdowns and collisions are most likely to happen
- Follow traffic patterns from highways down into specific neighborhoods
- Locate outdoor displays and set geographic targets for digital media campaigns
- Plan Radio buys to match up with the days and times when traffic conditions create top-of-mind awareness for Accident and Injury Lawyers

Because MotionMetrics is constantly tracking consumer behavior, it can respond as conditions change, such as during the ongoing COVID-19 crisis, which has greatly affected traffic patterns all around the country. As the situation changes over time, MotionMetrics has the ability to signal when, and by how much to adjust media campaigns.



Heat Maps and M-Score

MotionMetrics uses a variety of heat maps to not only track traffic and congestion patterns, including accident hotspots, but where the prime outdoor locations are and market intelligence about who lives where, and what businesses are in those localities.

MotionMetrics also utilizes **M-Score**, which ranks and scores outdoor placements based on visibility and proximity to the hot spots. This type of in-depth analysis and access was not available until now.

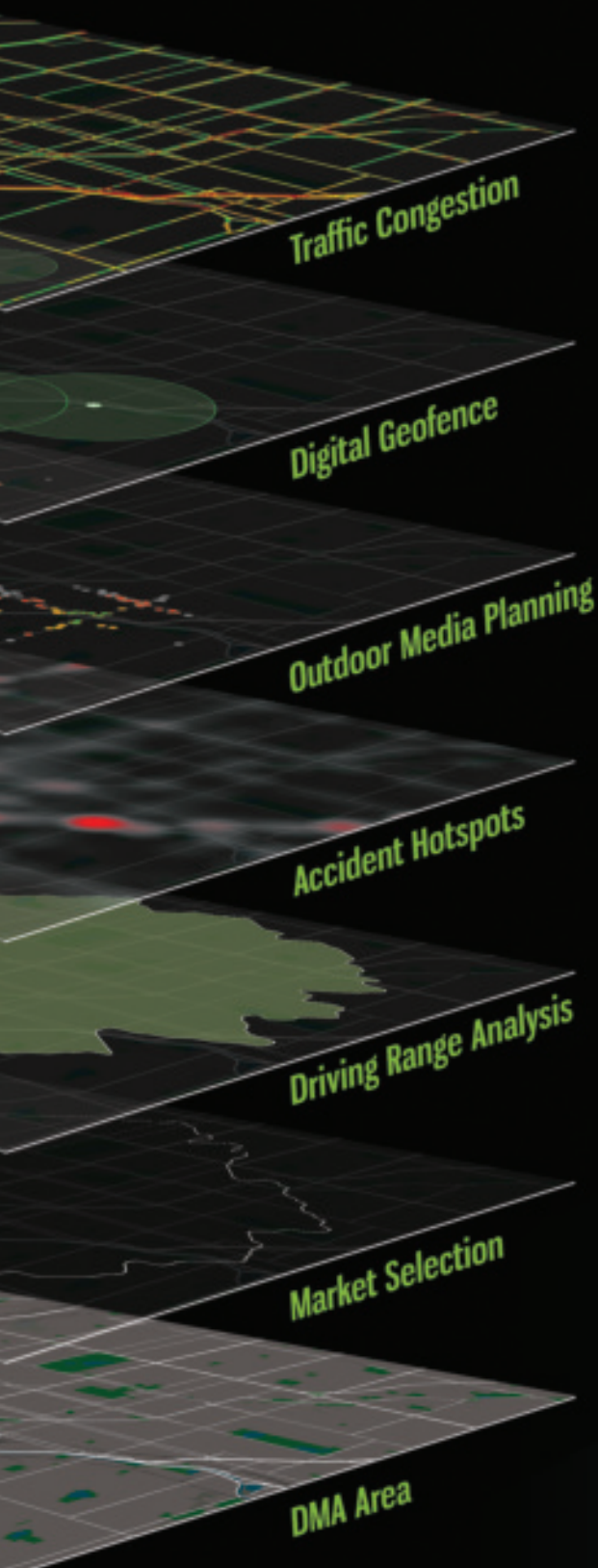
The M-Score algorithm factors three key aspects of placement quality:

- **Visibility:** The size, position, and notability of a placement, relative to a driver's line of sight.
- **Approach:** The typical passing speed and average time each driver is engaged by that location.
- **Relevance:** Whether a placement is adjacent to heavily congested or accident-prone location, or somewhere more remote, such as a desert or a rural area.

This creates a huge advantage over the traffic volume or daily effective circulation metrics many vendors still rely on—even those using Geopath audience measurement—because M-Score provides objective data on engagement. This allows CAMG better negotiating power with outdoor vendors and allows firms to take advantage of those prime locations.

In addition, CAMG can track those locations that rank high in M-Score that may already be taken and inventory them for future use, as well as use the data to audit a firm's outdoor inventory to identify areas in which to step up advertising.





Digital Geofence Targets

Perhaps one of the most exciting features of MotionMetrics is that its location intelligence also defines points in space and time to use as Digital Geofence targets.

Those coordinates are useful for numerous strategies. For example, a firm may wish to take advantage of a high traffic area and message those drivers who pass it frequently. To do this, they might take the approach of simply identifying any driver who passes a certain target four or more times a week in order to message them on their phones and computers.

But it is also very useful for firms that wish to be more specific in their digital advertising. They may choose, for example, to set up Geofence targets that identify all drivers who move through three or more target points during a one-hour period. This level of detail is not available through other services and can go a long way in reaching potential clients. Plus, the options are numerous and can be customized for a firm's specific needs.

Geofencing isn't limited to auto-traffic single-event campaigns. For example, those firms that handle Nursing Home cases can set up a Geofence radius for a Nursing Home facility. Those drivers that leave the facility will see the firm's advertising on social media on their phones and computers later. This is a previously untapped technology for many firms that MotionMetrics helps bring within their reach.

Direct Mail & Radio

MotionMetrics can even be used for direct or shared mail campaigns because it can indicate which neighborhoods to target for a certain litigation based on the hot spots that drivers travel through.

It's also helpful for radio, which is traditionally one of the most effective ways to reach prospects. Traditional dayparts rotations do not always line up with traffic patterns. Getting that match right, especially when congestion is heaviest, gives accident attorneys a captive listening audience. MotionMetrics breaks those days and times down, so firms can run radio ads when people tune in in a specific market, which may vary widely from place to place.



Learn More

Due to its nature, CAMG will make MotionMetrics available to just one law firm in each city for practice area. That firm will have exclusive rights to the MotionMetrics data.

Visit camginc.com or call 800-200-CAMG to talk to CAMG about taking MotionMetrics for a test drive and getting access to this exclusive service.



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