

# You know exactly who needs to file. *Linear TV doesn't.*



## Your claimant profile is too specific for broadcast targeting.

The firms getting more qualified claimants at lower cost are the ones combining broadcast reach with streaming precision. Adduro is the precision side: find your specific claimant population, coordinate across every screen and speaker, and connect your ad spend to calls, intakes and conversions.

## The Problem with Broad Targeting

Broadcast TV reaches everyone watching. You pay the same CPM for teenagers, retirees, and people with no connection to your tort as you do for the qualified claimants buried in that same audience. Mass tort firms have the most specific claimant profile in all of legal advertising. Your media buy should match.



Spent on mass tort legal services TV advertising  
Travelers Institute - 2024



Growth in streaming advertising by law firms  
Taqtics

## How Adduro targets potential mass tort claimants

Every campaign is built on four stacked data layers. Your claimant profile becomes a targetable audience using data from Experian, TransUnion, LiveRamp, Nielsen & more. Here are some examples of how we can layer on different targeting details:

### Demographics

- Age
- Gender
- Income
- Household composition

### Lifestyle

- Health interests
- Content consumption patterns
- Purchase affinities
- Condition-relevant indicators

### Behavioral

- Prescription purchases
- Condition research
- Legal content engagement
- Active search behavior

### Geographic

- DMA
- State
- Zip code
- Proximity & radius from any location

# A partner, not just a platform.

## What Working with Adduro Looks Like

You do not need another vendor. You need a team that understands mass tort economics, builds targeting strategies specific to your active torts, and sits down with you regularly to optimize based on real performance data. Every client gets a dedicated team, a custom strategy, and ongoing campaign partnership.

### What That Partnership Includes

- 1 Your budget reaches your claimants, not middlemen**

Your ads run on Peacock, Hulu, Disney+, Prime Video, Netflix, Paramount+, Roku, and more at lower CPMs because there is nothing between your budget and the publisher. Full transparency into where every ad ran, what it cost, and what it delivered.
- 2 Your ad plays where families are watching and listening**

Streaming video on the living room TV where engagement is highest. Audio ads on Spotify, iHeartRadio, and podcasts where your audience spends hours a week. Same targeting precision on every screen and speaker in the household.
- 3 Real claimants see your ad, not bots**

Fraudulent impressions do not just inflate your numbers, they take budget away from qualified households. Hard Check adds a second verification layer after industry-standard tools, stopping over 250 million invalid impressions per month.
- 4 Reach more qualified households, not the same ones**

Without household-level frequency management, some households see your ad twenty times while others only see it once. Adduro coordinates frequency across CTV, display, and audio at the household level so your budget is always expanding reach, not wearing out the same audience.
- 5 See which ads are driving calls and conversions**

Most reporting credits whichever ad played right before someone called. That tells you who was last, not what worked. Adduro measures the actual contribution of every publisher and placement so you shift budget toward inventory that is generating calls and web visits.
- 6 Know where to spend next month**

Every campaign comes with reporting that shows exactly what is working: which publishers, which markets, which zip codes, and which targeting layers are driving the strongest response. You stop guessing and start making decisions based on real performance data.

Your ads run  
where people  
actually watch



hulu



NETFLIX



ROKU