

Your next signed case is already streaming

Search and social only reach people already shopping for a lawyer. Broadcast only reaches 45% of the audience watching TV. Adduro reaches the households showing injury signals across streaming TV and audio, with reporting that ties every call and form fill back to your intake.

THE STREAMING DIFFERENCE

Streaming drives the full funnel for PI Firms

Every firm in your market is bidding on the same keywords. Not all of them are on streaming. Here is how streaming builds your caseload from the top down.



CLIENT RESULTS

Top 5 market PI firm shifted budget from broadcast to streaming.

Always-on campaign with full delivery accountability and regular reviews connecting platform data to intake results.

+20%

in case volume, YoY

-10%

in cost per case, YoY

Reach households that match your client profile, not just your DMA

Your client profile becomes a targetable audience using Experian, TransUnion, LiveRamp, Nielsen & more. Here's how we layer it.

Injury Signals

- Recent accident injury data
- Auto body shop visitors
- Accident lawyer research
- Auto insurance claim propensity

Behavioral

- Casino and gambling interest
- Lottery players
- Financial stress indicators
- Blue collar occupation data

Spanish-Language

- Spanish preference households
- Hispanic household segments
- Bilingual household targeting
- Direct Univision relationship

Geographic

- DMA and zip code precision
- Exclusion zones
- Proximity and radius
- Market-level filters

A partner, not just a platform.

What Working with Adduro Looks Like

You do not need another vendor. You need a team that understands personal injury economics, builds targeting around your best cases, 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 clients, 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 people 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 intakes

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

