

# From **Legal Tech Intelligence** to Revenue Growth

How Technology-First Targeting Transformed a US Law Firm Outreach Strategy, replacing broad campaigns with precision intelligence built around real platform usage.

A CASE STUDY BY SPAN GLOBAL SERVICES

## Industry Focus

Legal Technology & U.S.-Based Law Firms across all practice areas

## Technology Platforms

Clio · Litify · CloudLex · Multi-Platform Adoption Signals

# Higher

### Conversion Rates

Via personalized, platform-relevant messaging

# Faster

### Sales Cycles

Context-specific outreach to ready, relevant firms

# Lower

### Cost Per Opportunity

vs. previous broad-based campaigns



# The Challenge

A U.S.-based client targeting law firms struggled to reach the *right* ones. Outreach was broad and generic, no visibility into which firms used Clio, Litify, or CloudLex. Every conversation started cold.

## Broad Targeting, Weak Engagement

No filtering by platform usage or firm profile, and messaging landed without context, producing low open rates and limited responses.

## No Technology-Stack Visibility

Without technographic data, platform-relevant messaging was structurally impossible. Every outreach was a generic introduction.

## Outreach Inefficiencies Inflating Costs

Broad campaigns spread resources across misaligned firms, driving up cost per qualified opportunity.

## A Pipeline Moving Too Slowly

Without context-driven targeting, each conversation built from scratch, and sales cycles moved at the pace of cold outreach.

*"The client was targeting law firms, but not the right ones. Their outreach was broad, generic, and lacked visibility into which firms were actually using platforms like Clio, Litify, and CloudLex. The result was low engagement, wasted spend, and a slow-moving pipeline. The answer was not more outreach. It was smarter outreach."*

— **Span Global Services**, Legal Tech Intelligence Engagement Summary

## Challenge vs. Solution: From Generic to Precision

| Business Problem               | Before  | After   |
|--------------------------------|---|---|
| Law Firm Targeting Precision   | ❌ Broad industry targeting, no firm-level filtering | ✓ Segmented by platform usage, practice area, and needs |
| Technology-Stack Visibility    | ❌ No insight into platform usage                    | ✓ Clio, Litify, CloudLex adoption signals identified    |
| Messaging Personalisation      | ❌ Generic, no platform-specific context             | ✓ Context-driven messaging per firm's tech stack        |
| Account Prioritisation         | ❌ All firms treated equally                         | ✓ Prioritised by multi-platform adoption signals        |
| Cost Per Qualified Opportunity | ❌ Elevated by broad, misaligned spend               | ✓ Reduced through focused, higher-quality targeting     |

# What We Did Differently

Span Global Services flipped the strategy, building a data intelligence framework that identified, segmented, and prioritised law firms based on real platform usage, firmographic profiles, and practice area characteristics.



## Legal Tech Platform Identification

Identified active use of Clio, Litify, and CloudLex across target firms, enabling immediate, context-specific messaging.



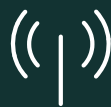
## Verified Firmographic Data

Accurate, campaign-ready intelligence: firm size, structure, location, key contacts, and technology profile per account.



## Practice Area Segmentation

Firms were segmented by practice area (litigation, corporate, real estate, family law, etc.), recognising different technology needs.

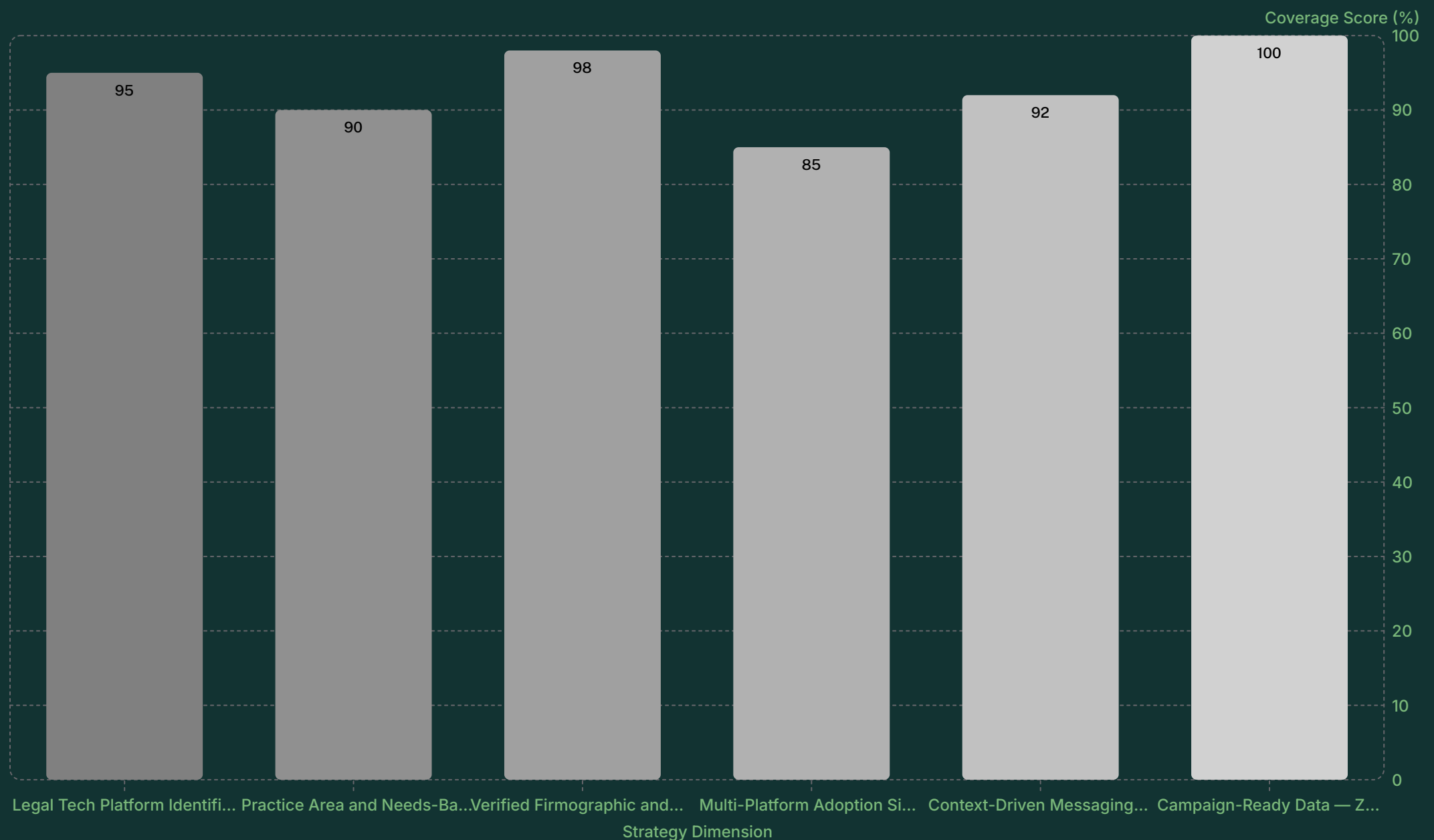


## Multi-Platform Adoption Signals

Accounts prioritised by technology behaviour, surfacing firms actively evaluating or expanding platform usage.

# Targeting Intelligence Coverage

Span Global Services achieved near-complete coverage across all six legal tech strategy dimensions, all delivering campaign-ready data with zero additional preparation required.



Coverage scores reflect the depth and completeness of intelligence delivered across each targeting dimension for the client's law firm outreach programme.

# The Transformation

The engagement delivered a fundamental shift, right from assumptions to intelligence, and from cold introductions to conversations grounded in shared context and demonstrated relevance.

## Conversations Became Easier

Outreach anchored in a firm's existing technology meant the first conversation started with relevance already established, no more building basic context from scratch.

## Trust Built Faster

Platform-specific messaging signals operational understanding, communicating genuine knowledge of the prospect's environment. That credibility accelerates trust significantly.

## Revenue Grew More Efficiently

Verified tech-stack profiles and adoption-signal prioritization meant every campaign dollar worked harder, higher-readiness accounts, stronger responses, lower cost per opportunity.

# Outreach Performance: Before vs. After

Bar chart comparing Before (grey) and After (teal) across: Campaign Conversion Rate, Messaging Personalisation Score, Tech-Stack Visibility per Account, Account Targeting Accuracy, and Response Rate Quality.

## Before the Engagement

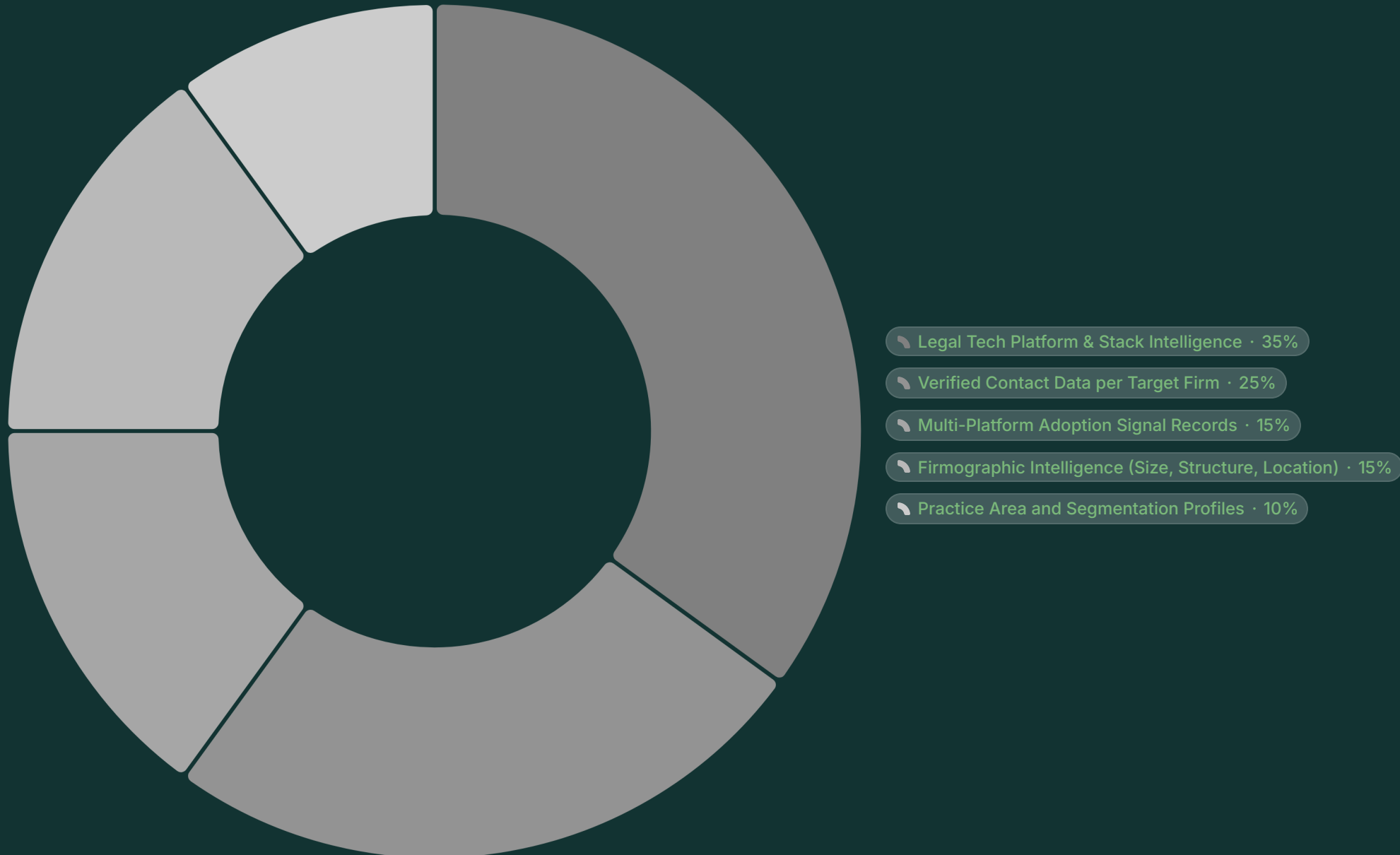
- Cold, broad outreach without platform context
- Generic messaging, no technology alignment
- Guesswork driving account prioritisation
- Low engagement, elevated cost per opportunity
- Slow pipeline from cold, context-free conversations

## ✓ After the Engagement

- Precision targeting on verified tech stack usage
- Context-driven, platform-relevant messaging per segment
- Multi-platform adoption signals guiding prioritisation
- Higher conversion rates, reduced cost per opportunity
- Faster sales cycles built on warm, contextual dialogue

# Dataset Composition & Key Stats

## Intelligence Dataset Breakdown



# Key Takeaways & Conclusion

## → Tech Stack Intelligence Is a Competitive Advantage

Knowing whether a firm runs Clio, Litify, or CloudLex transforms cold introductions into contextually informed conversations, measurable in engagement and conversion.

## → Multi-Platform Signals Are the Best Prioritization Tool

Firms using multiple legal tech platforms are most likely to evaluate additional solutions, directing resources where conversion probability is highest.

## → Broad Targeting Without Firm-Level Filtering Wastes Budget

Practice area, technology maturity, and platform adoption determine prospect readiness. Filtering before launch separates efficient outreach from expensive noise.

## → Smarter Data Drives Faster Revenue

Better-targeted outreach, grounded in verified firmographic and technology intelligence, raises conversion rates, compresses sales cycles, and improves pipeline quality.

*"When your outreach aligns with what your buyers already use, conversations become easier, trust builds faster, and revenue grows smarter."*

— **Span Global Services**

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