

## Our Offerings

### UNMATCHED EXPERTISE



Our team of court-recognized experts has developed and directed some of the country's largest and most complex notification programs. Our proven strategies ensure that your legal notices reach the widest possible audience, maximizing the effectiveness of your campaigns.

### DATA ANALYTICS



Harnessing the power of data, our skilled data scientists leverage a licensed consumer dataset of 270 million Americans. By matching client, third-party, and publicly available data, we build highly targeted advertising models for efficient delivery and high engagement.

### MEDIA PLANNING & BUYING



Our media strategies are rooted in data-backed testing to drive optimal results. We employ multi-channel digital programs that utilize various platforms and tactics, giving our campaigns a competitive edge and ensuring our messages break through in an increasingly fragmented digital landscape. Our in-house broadcast buying team maximizes the effectiveness of TV and radio to reach national and niche audiences effectively.

### CONSUMER RESEARCH

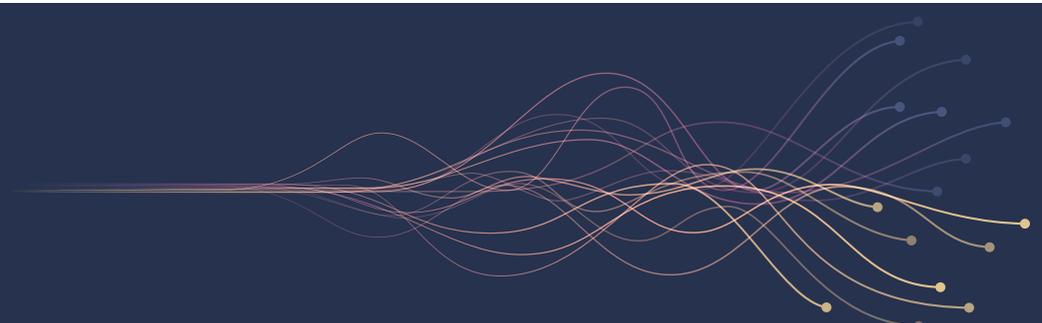


Understanding potential claimants is crucial for successful media programs. Our custom-designed focus groups and opinion surveys provide valuable insights that guide media planning and buying decisions. We help determine the strongest messages and influencers to drive action.

### CREATIVE DESIGN



Compelling creative is essential for conversions and claims. We offer a range of offerings, from digital ads, video content, radio spots, print ads, flyers, door hangers, notices, and claim forms. Our in-house web development capabilities allow us to tailor landing pages, easy-to-navigate digital claim forms, and settlement websites to each campaign's specific needs.



## **PLAIN LANGUAGE MATERIALS**



We understand the importance of clear and concise communication with a court-recognized plain language expert who pioneered model class action, bankruptcy, and privacy notices. Our approach ensures that legal notices are easily understood by the intended audience, eliminating confusion and increasing claims.

## **SOCIAL LISTENING**



By analyzing data from news sites, social media platforms such as Twitter, Facebook, YouTube, and online forums, we help clients gain critical insights into case-related issues, brand perception, campaign performance, and competitor activities.

## **LAW FIRM MARKETING**



Our media and messaging experts work in tandem to design and execute comprehensive strategies to promote law firms across the country and connect attorneys with potential clients in key markets and cases—all while ensuring transparency into the ROI.

## **PR & CRISIS COMMUNICATIONS**



Our strategic communication experts manage the spread of information to help corporations and attorneys deftly navigate challenging situations, maintain trust and credibility, and achieve successful outcomes. Targeted press outreach allows our clients to drive a positive narrative around a litigation and use trusted sources to increase claims. We are adept at managing and responding to crises that could potentially harm an organization's reputation or operations.

**TO LEARN MORE ABOUT HOW SIGNAL CAN ELEVATE YOUR LEGAL CAMPAIGNS  
AND SETTLEMENT INITIATIVES, VISIT [WWW.SIGNALINTERACTIVE.COM](http://WWW.SIGNALINTERACTIVE.COM).**