



MyCase, an AppFolio company, is a web-based practice management software solution for lawyers. Built as a complete legal practice management software, MyCase offers features that seamlessly cover all the daily functions that a modern law firm requires, including contact and case management, calendaring, secure client communication, time tracking, and billing. Because MyCase offers legal practice management in the cloud, lawyers can work from anywhere at any time significantly increasing productivity.

“With LinkedIn Network Display, we’ve become a leading brand in our space, and LinkedIn has been a key contributor to our success—getting MyCase visibility with the right people at the right time.”



Sarah Bortoff
Director of Marketing
MyCase

“When we first started working with LinkedIn, we were still building our brand,” explains Sarah Bortoff, director of marketing at MyCase. “We had just started out in a super competitive space and needed to quickly reach our target market. Because our software is cloud based, a strong online presence was important for us to reach the right audience and finding the right platforms was key to enabling that kind of precise targeting.” In addition to raising brand awareness, Bortoff also sought to drive targeted traffic to the MyCase website.

Targeting Legal Professionals Everywhere Online

Using targeted advertising available through LinkedIn Network Display, MyCase has been able to reach legal professionals in many of the top domains where they spend time online and increase its brand recognition in the process. With Network Display, MyCase was able to target LinkedIn’s audience of more than 347 million professionals based on up-to-date, accurate profile data.

Objectives

- Increase targeted web traffic and engagement
- Drive trial signups

Target Audience

- Solo and small law firms in the U.S.

Results

- Increased brand awareness and targeted web traffic
- Nearly 5x increase in the number of daily website visits from legal professionals

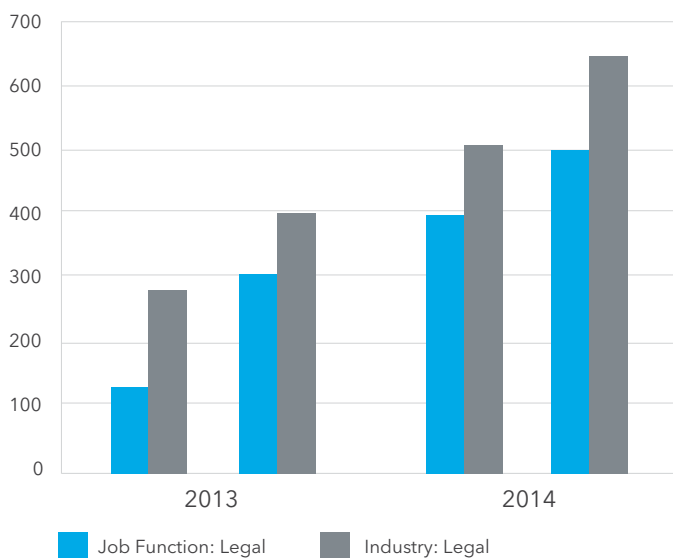
LinkedIn's partnerships with leading publishers and ad exchanges helped MyCase reach this audience of legal professionals through display inventory across more than 2,500 professional sites. "With Network Display, we've become a leading brand in our space, and LinkedIn has been a key contributor to our success—getting MyCase visibility with the right people at the right time," says Bottorff. As further proof of display's positive impact on the company's branding, LinkedIn's full-funnel analytics showed that MyCase's initial Network Display efforts drove more than 2,000 new, targeted visitors in just the first three months. What's more, Bottorff can use these analytics to trend website visitation from legal professionals over time.

"With LinkedIn Network Display, we've been able to build our brand and acquire new leads and customers at a great cost per acquisition."



Sarah Bottorff
Director of Marketing
MyCase

Daily Website Visits from Legal Professionals



The "Trends" report in the LinkedIn Marketing Platform shows an upward trend of website visits from legal professionals from 2013 to 2014.