



## CASE STUDY

### BCH LAW MESOTHELIOMA LEAD GENERATION

BCH Law is a personal injury firm located in Houston, TX. They specialize in mass tort cases, specifically with Mesothelioma. The biggest challenge they faced was finding and identifying high-quality mesothelioma or lung cancer cases related to asbestos exposure. They were spending a lot of money and time to obtain case opportunities through various digital marketing efforts.



Bailey  
Cowan  
Heckaman

# SOLUTION

## MONTHLY LEAD STATISTICS AND REVENUE



**21.4**

*Qualified Leads*



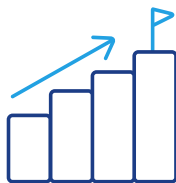
**100+**

*Engagements*



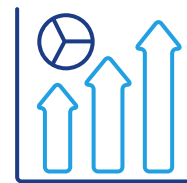
**3**

*Retained Cases*



**\$2.2 MILLION**

*Average Revenue*



**11,000%**

*ROI*

After partnering with Design Thumbprint, BCH Law has exponentially increased their monthly opportunities and more importantly, retained cases. They implemented a lead generation strategy that integrates only qualified cases into their intake program. **All leads are 100% exclusive and come in real-time**, allowing for quick turnaround on case retention. This low-maintenance structure has allowed them to save time on intake and quickly scale this department of their firm.

