



CASE STUDY

BCH Law

Lead Generation

Mass Tort Litigation · Mesothelioma & Asbestos Exposure

11,000%

RETURN ON INVESTMENT

\$2.2M

AVERAGE REVENUE

21.4

QUALIFIED LEADS PER MONTH

AT A GLANCE

CLIENT

BCH Law (Bailey Cowan Heckaman)

MARKET

Houston, TX

INDUSTRY

Personal injury and mass tort litigation

SERVICES

Lead Generation

OBJECTIVE

Source high-quality mesothelioma and asbestos exposure cases without paying for inquiries that intake would only decline

THE CHALLENGE

BCH Law does difficult work. The firm handles mass tort cases out of Houston with a concentration in mesothelioma, a rare and aggressive cancer caused almost exclusively by asbestos exposure that often occurred decades before diagnosis. Cases turn on exposure history, medical records and timelines that reach back forty years or more.

That is what made marketing so expensive. Finding the right client here is not a volume problem, it is a qualification problem, and mesothelioma is one of the most fiercely contested categories in all of paid search. BCH was bidding against national firms with enormous budgets for the same clicks.

The firm was spending heavily across a range of digital efforts and getting back a mix of unqualified inquiries, claimants outside the right jurisdiction, and cases that came apart the moment intake asked about exposure history. Every one of those still costs staff time to work.

A firm can drown in leads and starve for cases at the same time. That is close to what was happening.

01

Qualify before the lead exists

The cheapest inquiry to disqualify is the one that never arrives. We built the targeting around what actually decides a mesothelioma case: diagnosis, documented asbestos exposure history and jurisdiction. Qualification moved upstream into the campaign instead of sitting downstream in intake, so the people who reach the firm already clear the threshold that matters.

02

Exclusive leads, in real time

Every lead is 100% exclusive to BCH and arrives in real time. Shared leads get called by four firms inside ten minutes, and in mass tort the first credible conversation usually wins. Exclusivity removes the race, and real-time delivery lets the firm act while the person is still looking for an answer.

03

Build into intake, not around it

Only qualified cases feed into the firm's existing intake program, which keeps the structure low-maintenance by design. Nothing to babysit, no parallel process to staff. That is what let BCH scale this department without the headcount that usually comes with more volume.

THE RESULTS

The program delivers 21.4 qualified leads per month, which turns into more than 100 engagements and 3 retained cases. Three sounds small until you look at what a case is worth: average revenue of \$2.2 million, against a return on investment of 11,000%.

That is the arithmetic of mass tort. Value is concentrated, so the whole job is qualification, and a few correct cases beat a pile of plausible ones. BCH now spends intake time only on people who belong in the practice.

Exclusive, Real-Time Leads

Every lead belongs to BCH alone and lands while the person is still searching, which is what makes fast case retention possible.

Qualified at the Source

Exposure history, diagnosis and jurisdiction get screened in the campaign, so intake stops absorbing the cost of inquiries it would decline.

A Department That Scales

A low-maintenance structure feeding existing intake let the firm grow this practice area without growing the team around it.

Need qualified cases, not clicks?

We build lead programs around the way your intake actually works.

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