

# Fidu, Gravity Legal Announce Strategic Partnership to Revolutionize Subscription Legal Services

*Exciting partnership announcement made during the 2023 ABA TECHSHOW promises a new level of convenience and seamless delivery of subscription legal services.*

CHICAGO, IL, UNITED STATES, March 1, 2023 /EINPresswire.com/ -- [Fidu](#), the ABA TECHSHOW: Startup Alley finalist and leading platform for law firms to deliver subscription legal services, has teamed up with [Gravity Legal](#), the innovative payment processing and money management solution for law firms, to bring a new level of convenience and simplicity to the seamless delivery of subscription legal services.



Fidu

Led by legal subscription pioneer and Fidu Co-Founder, Kimberly Bennett, Fidu has revolutionized the way law firms deliver services by offering a platform that makes it easy to manage subscriptions, connect with clients, deliver content and track performance. The partnership with Gravity Legal will further enhance the platform by offering a secure and reliable online payment solution that integrates directly with Fidu and streamlines the client onboarding process; thus, improving the ongoing client experience.

"Fidu has always focused on providing lawyers and legal teams with a set of features to deliver personalized, process-driven legal services," shares Kim. "That is why we're so excited to team up with Gravity, our first payments integration partner, to help our customers streamline the final steps of their sales processes. We know that first impressions matter, and with this new feature and partnership, we are equipping legal teams with the necessary tools to provide a great client experience from the moment they close the deal through their entire client journey."

Gravity Legal is an innovative payment processing and money management solution, specifically, designed for the legal industry. It offers a secure and compliant way for law firms to manage client payments and for clients to self-manage their subscription billing information.

"Subscriptions make legal services more accessible and remove many of the drivers of client dissatisfaction so common with the billable hour," said Dan Lear, head of marketing and partnerships at Gravity Legal. "It's exciting to team up with Fidu to expand the number of firms offering subscriptions and help them deliver an unparalleled client experience."

Visit [fidulegal.com/aba-techshow-2023](https://fidulegal.com/aba-techshow-2023) for more details on the integration, special offers and free content to help firms set up their subscription legal services offerings.

# # #

“

We're so excited to team up with Gravity, our first payments integration partner, to help our customers streamline the final steps of their sales processes.”

*Kim Bennett, Fidu Co-Founder*

#### ABOUT FIDU

Fidu is the leading platform for law firms to deliver subscription legal services. It provides a simple and intuitive interface for law firms to manage their subscription services, connect with clients, deliver content and track performance. With Fidu, law firms can focus on delivering for their clients, while the platform handles the rest.

#### ABOUT GRAVITY LEGAL

Gravity Legal is an innovative payment processing and

money management solution specifically designed to help legal technology firms accept, track and transfer money on behalf of their law firm clients. With a mission-oriented approach, Gravity Legal helps law firms expand access to legal services, automate the movement of money and

The graphic features the Gravity Legal logo at the top, with 'gravity' in a large, dark blue font and 'LEGAL' in a smaller, spaced-out blue font. Below the logo is the text 'Gravity Legal' and a dark banner with white text: '2021 Clio \$100k Launch//Code Winner & Viewer's Choice Winner'. The main headline is 'Introducing Fidu Sales' with a 'New!' tag. Below it is the sub-headline: 'Scale your flat-fee and recurring revenue with streamlined engagement, onboarding, and upsell processes'. The graphic includes a QR code, a screenshot of the Fidu interface, and the Fidu logo. At the bottom, it says 'Fidu Partnership Announcement' and provides contact information: 'www.fidulegal.com', 'Follow us at @fiduapp', and 'hello@fidulegal.com'.

optimize financial performance.

Candace Ledbetter

C.N.Better Media

candace@cnbettermedia.com

---

This press release can be viewed online at: <https://www.einpresswire.com/article/619775243>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.