

Silver Atlas Review of 50 Law Firm Marketing Case Studies Finds Only 6% Disclose Cost Per Signed Case

Silver Atlas analysis finds lead metrics are common, but only 3 of 50 public case studies publish acquisition cost at the signed-case level.

SINGAPORE, SINGAPORE, August 8, 2026 /EINPresswire.com/ -- [Silver Atlas](#) has published a review of 50 public [law firm marketing case studies](#) from 11 marketing providers, finding that only 3, or 6%, disclosed cost per signed case.

The review examined the information available to law firms evaluating published claims about SEO, Google Ads, Local Services Ads, social media and mixed digital campaigns. It recorded whether each case study quantified enquiries or leads, signed cases, revenue or return on investment, cost per lead, cost per signed case and the reporting period.



Silver Atlas reviewed 50 public law firm marketing case studies from 11 providers. Illustrative image; no sampled firm is depicted.

“

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Josiah Roche, Digital Marketing Consultant

Lead-stage figures appeared much more often than client-acquisition figures. Of the 50 case studies reviewed, 30, or 60%, quantified enquiries, leads or consultations. Ten, or 20%, quantified signed cases or clients. Five, or 10%, reported cost per lead, while 3 reported cost per signed case.

Half of the sample reported either a numeric signed-case outcome, revenue or return on investment. The other half stopped at an earlier measurement stage, such as traffic, rankings, engagement, calls or leads.

The review also found that revenue figures were rarely

accompanied by case volume. Sixteen entries reported revenue or return on investment, but only 1 of those also quantified signed cases or clients. This prevents a reader from calculating revenue per acquired case from the published information.

Only 1 of the 50 entries stated criteria for classifying a lead as qualified. Thirty-five, or 70%, provided a numeric campaign duration or dated comparison period.

“Leads are useful for managing a campaign, but they are not retained work,” said [Josiah Roche](#), the digital marketing consultant who led the review. “To compare 2 marketing claims, a law firm needs the period, the spend, the signed-case count and the attribution method.”

The research does not claim that the providers failed to track these metrics internally. It measures only what was disclosed in the sampled public case studies. Silver Atlas also did not independently audit the underlying advertising accounts, intake records or financial data.

The sample included no more than 5 entries from any publisher. A case study was eligible when it described a specific law firm marketing engagement, was publicly accessible on 7 August 2026 and contained at least 1 quantified marketing or commercial outcome. Testimonials without quantified results, general service pages, duplicate pages and agency-wide claims were excluded. Silver Atlas case studies were not included.

The full report includes the methodology, limitations and a source appendix listing all 50 case studies and their coding.

About Silver Atlas

Silver Atlas is a law firm marketing agency focused on Google Ads, SEO, landing pages, lead tracking and case-level attribution. The agency publishes research intended to help law firms assess marketing performance using commercial outcomes as well as lead-generation metrics.

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