



TSEG Named Among Austin's Top Advertising Agencies for Third Year

Austin Business Journal names TSEG to its 2026 list of the region's largest marketing agencies for a third consecutive year.

AUSTIN, TX, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [TSEG](#), an Austin-based legal marketing agency, has been named to the Austin Business Journal's 2026 list of the region's largest advertising and marketing agencies, marking the company's third consecutive year on the ranking.

The Austin Business Journal ranks participating agencies by Austin-area office revenue. This year's list includes 39 agencies that reported a combined \$457 million in 2025 revenue and employ 1,065 people across Travis, Williamson, Hays, Bastrop, Caldwell and Burnet counties. TSEG ranked No. 5 on the list in both 2024 and 2025.

[TSEG appears on the 2026 list](#) alongside agencies including GSD&M, which reported \$99 million in Austin-area revenue and lists Southwest Airlines, the U.S. Air Force, Capital One, Corona and White Castle among its clients, and McGarrah Jessee, which reported \$27 million in revenue and counts YETI, Costa Sunglasses, Whataburger and Academy Sports + Outdoors among its clients. The Austin Business Journal's list also includes agencies serving industries such as airlines, financial services, automotive, retail, technology and consumer products. Unlike those two agencies, TSEG works exclusively in legal marketing.

TSEG has focused exclusively on marketing for law firms for more than 17 years, working with personal injury, criminal defense and mass tort practices in markets across the country. The company describes its work as connecting people who need legal representation with law firms equipped to represent them, and it measures results for its law firm partners primarily through signed cases and the return those cases generate, rather than through traffic, impressions or lead volume alone.

TSEG's services include search engine optimization, paid search advertising, web design and case generation. Current campaigns address Roblox-related abuse claims, social media addiction, and institutional sexual abuse claims involving juvenile detention centers, religious organizations and medical institutions.

The company has also introduced [TSEG Lawgic™](#), a set of AI-driven tools it uses to support search engine optimization and case-generation work for its law firm partners. TSEG's related

research examines how AI search systems evaluate law firms and attorneys, focusing on entity relationships, third-party validation, authority signals, and the connections these systems draw between law firms, attorneys, locations, cases and other sources of information.

TSEG has been headquartered in Austin throughout its history and continues to operate primarily as a legal marketing specialist, distinguishing it from many of the larger, multi-industry agencies on the Austin Business Journal's list.

About TSEG

TSEG is an Austin, Texas-based marketing agency that has worked exclusively with law firms for more than 17 years. The company provides search engine optimization, paid search advertising, web design and case-generation services to personal injury, criminal defense and mass tort practices across the United States. TSEG also develops AI-driven tools, including TSEG Lawgic™, to support its search and case-generation work, and it measures its performance for law firm partners primarily through signed cases rather than through traffic or lead volume alone.

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