



Signal Interactive Media brings together extensive experience administering large-scale settlements with a modern political campaigner's approach to identifying, reaching, and engaging individuals. Our team of experts leverages consumer research and modeling, custom digital tactics, and advanced data analytics to build some of the industry's most robust and creative notice and lead-generation programs. Below is a sampling of what we offer our legal clients:

Big Data & Analytics

With the right data, virtually anything can be modeled effectively. Our data scientists match client and third-party data to our licensed consumer data set of 270 million Americans to build models for efficient, highly targeted advertising to digital audiences. Certified HIPAA compliance and access to proprietary healthcare datasets further refine ad targeting to select injured groups.

Digital Advertising

Creative digital strategies are fundamental to a strong notice effort or lead generation campaign. Our paid media approaches are rooted in data-backed testing to drive the best results at the lowest cost. Multi-channel programs that leverage a variety of fresh platforms and tactics give our clients a competitive edge and ensure maximum reach in an evolving digital environment.

Social Listening

Social media is rich with analytic insights. By pulling and analyzing data from Twitter, Facebook, YouTube, and the comments sections of online forums and news, we help our clients understand critical issues impacting a case, the perception of their brand, the performance of a campaign, and even competitor activities.

Consumer Research

Understanding who your class or potential clients are and what motivates them is critical to the success of any media program. Signal designs and supervises custom focus groups and opinion surveys that guide media planning and buying decisions and help determine the types of messages and influencers most likely to move minds and inspire people to action.

Community Engagement

A sense of community can enhance even the most comprehensive paid media strategy. Signal uses proven tactics from grassroots organizing to establish partnerships with key voices in target communities and increase the reach and trust of our messages across demographic groups. Curating custom social channels for each case and facilitating quality engagement brings this community seamlessly online.

Creative Design

Compelling creative can mean the difference between a conversion or claim and an impression. Signal designs a range of static and animated digital ads, video content, radio spots, print ads, flyers, door-knockers, notices, claim forms, and more. In-house web development capabilities help us tailor landing pages and settlement websites to each campaign's specific needs.