

Lead Sources

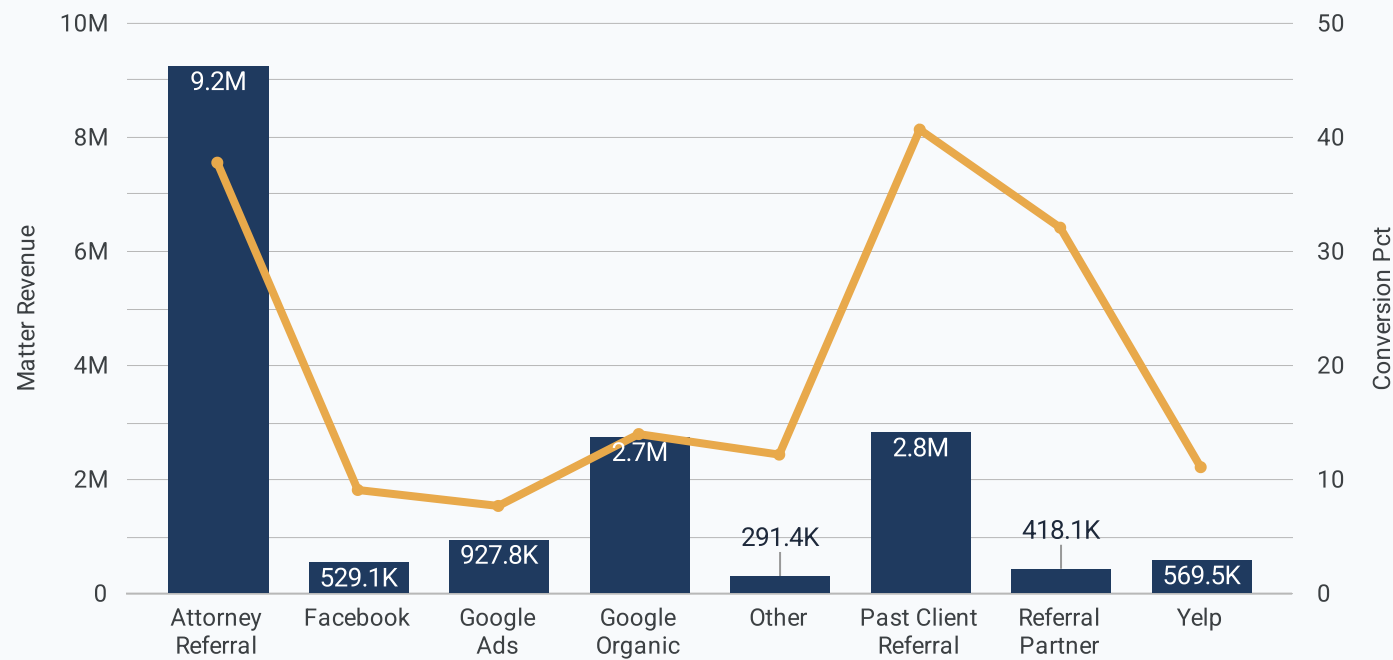
Lead source breakdown

Lead Source	Matter Count	Matter Revenue ▾	Conversion Pct	Annual Spend	ROAS
Attorney Referral	395	9,234,165	37.7	0	0
Past Client Referral	149	2,811,145	40.6	0	0
Google Organic	137	2,729,521	13.9	0	0
Google Ads	40	927,817	7.6	156,829	5.9
Yelp	31	569,513	11	14,516	39.2
Facebook	20	529,050	9	23,990	22.1
Referral Partner	24	418,085	32	0	0
Other	14	291,407	12.1	0	0

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Revenue and conversion

Matter revenue and inquiry-to-retainer conversion %



Lead source mix

810 retained matters

