

Prominent Texas Based Law Firm

Orange 142 supported a Texas-based law firm that specializes in assisting individuals who are in need of a personal injury lawyer across select markets in Texas.



+7.5M
IMPRESSIONS

+45K
CLICKS

.60%
CTR DISPLAY, RETARGETING AND VIDEO

About Engagement

Our efforts were focused on reaching out to those who might be experiencing distress due to personal injuries and are actively seeking legal representation. In addition, we also targeted individuals who were searching for competitor law firms and had recently visited their websites. By focusing on both potential clients in need of legal assistance and those exploring alternatives, we aimed to provide valuable services to a broad audience. Our strategy included leveraging digital marketing techniques, ad placements, and engaging content to ensure that we connected with individuals at a critical moment in their search for help and support during a challenging time in their lives. Through this targeted approach, we sought to position the law firm as a trusted resource for personal injury cases in Texas.

To learn more please visit orange142.com

Reach, Time Spent, & Page Views by Age Group

Adults 25-34	Adults 35-44	Adults 45-54
53% How Many	30% How Many	15% How Many
82% New Users	88% New Users	92% New Users
1.8 Page Views	2.8 Page Views	3.1 Page Views

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service law firms and other industries. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

Get in Touch

Contact us for a free 30-minute consultation to explore how we can support your marketing efforts and enhance your client results. Get in touch.



To learn more please visit orange142.com