

# Lead Generation: Harnessing Predictive Data to Deliver High-Quality Actionable Leads



In today's highly competitive litigation landscape, the difference between wasted marketing spend and a winning portfolio often comes down to how well you identify and engage the right class members/claimants.

Verus applies a consultative, data-driven approach that goes beyond surface-level targeting. By combining market data, predictive modeling, media insights, programmatic tools, and first-party data, we help mass tort and class action firms efficiently identify, engage and qualify potential claimants while gaining deeper visibility into their behaviors and intent. With AI and machine learning, campaigns are continuously optimized in real time to maximize lead quality, improve conversion, and ensure that your marketing dollars deliver actionable results.

## Actionable leads, delivered right into your workflow.

### Effective and Targeted Messaging

Combining data, predictive modeling, and AI to deliver targeted messaging that connects with the right audience in the right markets, drives engagement, and inspires action - turning insights into actionable results.

### Awareness Creation

Targeted use of the right channels (Digital, Video, Audio, Print, and Out of Home (OOH) to reach your intended audience.

### Interest

Drive interest and create easy access via landing pages, form fills, and messaging.

### Consideration

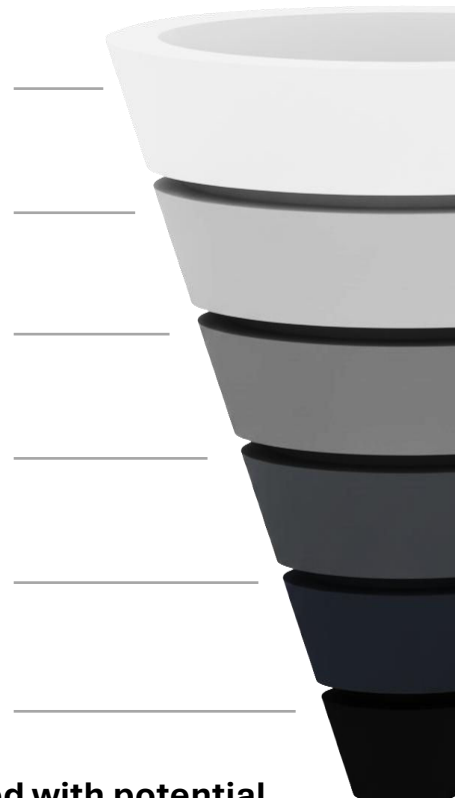
Influence consideration and decision-making via smart intake, data collection and proof of notification.

### Validation

Enhance validation of submissions via cross checks, scoring, and de-duplication.

### Conversion

Convert qualified leads into signed law firm retainers.



**Our processes allow us to stay closely connected with potential claimants and class members throughout the entire process.**

While you focus on building the case, we focus on bringing the right clients to your door. Contact us to talk about your next project, ideal claimant profile and monthly lead volume.

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