Why Law Firms Are Getting More Leads But Fewer Signed Cases

Description

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By James Schulze

This article discusses why law firms may see fewer signed cases in todayâ??s environment even though they have more leads entering their sales funnel. It also touches on how the number of signed cases has become the most important KPI today and how the different mass tort lead types can help deliver on this KPI.

Mass tort advertising has exploded over the past several years. Law firms, aggregators, and legal marketers are generating more claimant traffic than ever before across search marketing, social media, native advertising, long-form funnels, and co-reg real-time data campaigns. This is in part due to the number of new mass tort introductions. In the last two years, the following mass torts have come to the forefront:

- GLP-1 weight loss (e.g., Ozempic)
- Injectable contraceptive Depo-Provera
- Rideshare
- Roblox and video game addiction
- Social media addiction

These five new torts along with legacy mass tort cases like Round Up and mesothelioma create opportunities for six-figure-plus settlements. The problem is that many firms are reporting a frustrating trend: more leads, but fewer signed cases. For firms heavily investing in claimant acquisition, this disconnect is becoming one of the biggest challenges in legal marketing today.

More traffic does not mean better cases

One of the largest misconceptions in mass tort marketing is the assumption that higher lead volume automatically produces more signed mass tort retainers. In reality, lead quantity and signed case quality are often very different things. Many firms are seeing:

- Larger raw lead counts
- Lower claimant engagement
- Weaker qualification rates
- Higher intake costs
- Declining signed case conversion percentages

This is forcing law firms to reevaluate how they approach lead buying, intake, qualification, and campaign optimization. The easiest way to generate more leads is for lead generation companies to use deceptive creatives that overpromise payouts and quick closes. If a law firm does not inspect the creative and stops at only reviewing the website generating the lead, they could unknowingly be buying low-quality leads.

Qualification standards have become more complex

Mass tort litigation has become increasingly qualification-driven. Many active torts now require detailed filtering related to:

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- Diagnosis
- Prescription history
- Exposure timelines
- Injury severity
- Treatment history
- Supporting documentation

As qualification standards tighten, firms are discovering that large portions of incoming traffic may never become viable claimants. This dramatically increases intake waste, staffing inefficiency, and cost per retained client. The result is more leads entering the funnel, but fewer claimants surviving the qualification process.

With many law firms still working virtual or asynchronous since the COVID pandemic, it is harder than ever to train intake teams to properly qualify consumers. More unqualified consumers are entering the funnel, or qualified consumers might be erroneously disqualified.

Consumer behavior has changed

Consumers themselves are also behaving differently. Today, claimants often:

- Research multiple firms
- Compare advertising claims
- Delay legal decisions
- Submit information through several channels simultaneously

This creates more competitive intake environments and increases the importance of fast follow-up, claimant education, and operational consistency. Firms that rely on outdated intake systems frequently struggle to convert todayâ??s claimant traffic efficiently.

Intake teams are becoming overwhelmed

Another major issue is operational overload. Many firms aggressively scale acquisition or jump on the latest tort before fully scaling their:

- Intake staffing
- Claimant verification
- CRM workflows
- Follow-up systems

This creates bottlenecks where leads wait too long for outreach, intake quality declines, follow-up becomes inconsistent, or claimants lose interest. In highly competitive tort environments, delayed intake can dramatically reduce signed case rates. Claimants frequently submit information to multiple advertisers or firms during the same research session.

Lastly, while intake teams are just learning to handle Roblox and video game addictions, the mass tort industry is already developing cases around new torts like ultra processed food (UPF), tariff refund consumer claims, and Tylenol prenatal exposure cases. This dizzying pace of new torts is stressing intake teams in real-time.

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Compliance pressure is also increasing

Legal advertising continues facing increased scrutiny surrounding disclosures, consent, TCPA compliance, and advertising practices. There are state-specific compliance measures, like Californiaâ??s SB 37. Besides this law, attorneys should also be aware of:

- Georgiaâ??s â??Legal Consumer Protection Actâ?• heavily penalizes lead generation companies that do not explicitly state in large font that they are *not* a law firm and that cases may be referred out.
- Texas enforces rigorous restrictions under its barratry (solicitation) laws. Aggregators cannot use deceptive language that implies an emergency or targets consumers in highly vulnerable situations.
- Indiana and West Virginia have led the charge against deceptive pharmaceutical and medical device marketing. Specifically, these laws are designed to prevent lead generation creatives and landing pages from discouraging consumers to stop taking prescribed medications like Ozempic and other related GLP-1 torts.

What mass tort leads are performing well today?

Law firms have primarily three different types of mass tort leads to choose from when developing their lead strategy (read our blog, â??Mass Tort Leads Explained â?? Signed Cases, Long-Form Leads, And Co-Reg Real-Time Dataâ?•). Each of these lead types can perform well if used properly.

Co-reg real-time data leads work with better filtering

Co-reg real-time data campaigns continue to play a major role in mass tort acquisition because they offer scalable volume and broad reach. They also have the lowest cost per lead (CPL) (read our blog, â??Mass Tort Lead Pricing In 2026 â?? Signed Case Costs, Long-Form CPLs, And Co-Reg Real-Time Data Benchmarksâ?•).

However, poorly filtered co-reg traffic can quickly create problems. Without strong qualification logic, firms may receive duplicate claimants, weak intent traffic, incomplete submissions, or consumers who do not meet litigation criteria. Law firms who choose this type of lead will want to heavily focus on:

- Filtering logic
- Suppression management
- Qualification questions
- Intake verification

So, how can these leads be better filtered? Consider hair relaxer mass tort cases. Adding a simple filter for gender can significantly help improve qualification as hair relaxer products are predominately used by females. Another example is qualifying co-reg leads for Round Up cases. Adding a geography filter is helpful because Round Up mass tort cases are predominantly with claimants in more rural areas rather than urban geographies. By adding in these additional filters, attorneys can ensure that higher potential claimants enter their funnel.

Long-form mass tort leads are becoming more important

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As firms move away from pure volume strategies, many are prioritizing long-form mass tort leads. Long-form campaigns collect more detailed claimant information upfront, including:

- Injury details
- Diagnosis history
- Product usage
- Prescription timelines
- Qualifying criteria

This allows law firms to filter claimants earlier, reduce intake waste, improve retention efficiency, and increase signed case potential.

While long-form leads often cost more upfront that co-reg leads, many firms find that they produce stronger overall acquisition economics. The key is to inspect the landing page generating the long-form mass tort leads. Some lead forms are for multiple mass torts, which can create too much friction and confusion in the opt-in process, thus lowering the lead quality.

Signed case campaigns deliver on the most important KPI

Signed case campaigns have been growing in popularity, with law firms outsourcing claimant acquisition to focus more on case development. Although they are the highest priced lead type, they deliver a signed case as opposed to only the *possibility* of a signed case.

Signed cases have become the true key performance indicator (KPI). Historically, many law firms evaluated their customer acquisition campaigns primarily through CPL, lead counts, or cost per contact. Today, the industry is shifting toward signed-case economics. Sophisticated firms increasingly evaluate their campaigns based on:

- Qualified claimants
- Retained clients

- Signed retainers
- Cost per signed case

This changes how firms approach traffic buying, intake staffing, qualification, and vendor relationships. A campaign generating fewer but highly qualified claimants may substantially outperform a larger low-quality traffic source. The key to signed mass tort cases is aligning the creative to the lead form to the intake team, and then ensuring the intake team has best-in-class scripting to screen consumers.

Conclusion

The mass tort industry is generating more claimant traffic than ever before, but more leads do not automatically create more signed cases. As litigation becomes more qualification-driven and acquisition costs continue rising, firms are increasingly focusing on claimant quality, intake efficiency, co-reg filtering, long-form qualification, and signed case economics. The best performing law firms are not necessarily buying the most leads. They are building systems designed to convert qualified claimants efficiently and consistently. At The Leads Warehouse, we work with multiple mass tort lead generation channels to support our clientâ??s customer acquisition strategies. Are you ready to talk about how you can grow your mass tort sales pipeline?

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About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

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If you would like more information on how you can grow your mass tort sales, give The Leads Warehouse a call at **1-800-884-8371** or visit our website at http://theleadswarehouse.com.

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