

# Wilk Law, LLC

## Initial Performance Audit

<b>Prepared for:</b>	Tyler Wilk, Founding Attorney
<b>Prepared by:</b>	Jared Reagan, Founder & CEO, Taqtics
<b>Date:</b>	March 2026
<b>Market:</b>	Philadelphia, PA (DMA #4)
<b>Classification:</b>	Confidential

# What We Found

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Tyler, thanks for taking the time. We dug into your site, your market, and the competitive landscape across Pennsylvania before this call. Wanted to come prepared.

**What you've built is real.** A solo practitioner going against the billboard giants in Philadelphia DMA #4, and you've carved out a reputation. 4.8 stars across 269 reviews. Super Lawyers Rising Stars six years running. \$2.4M pedestrian settlement. Two offices. Intaker chat. CallRail tracking. You've done a lot of the hard work already.

There are some things we'd love to walk through with you that we think could make a real difference. Not a teardown. An honest look at where the gaps are and what closing them looks like.

**4.8 Stars**

269 Google Reviews

**\$2.4M**

Largest Settlement

**6 Years**

Super Lawyers Rising Stars

**2 Offices**

West Chester + Philadelphia

# Something We Noticed on Your Homepage

Your homepage opens with a full-width background video and a strong hero line: "We Fight Insurance Companies Until Pennsylvania Families Win." That's good positioning. The Intaker chat widget is active, and you've got case results scrolling above the fold. There's real trust-building happening.

Something we noticed: the primary CTA is "Request Free Consultation" which anchors to a contact form at the bottom of the page. That's a long scroll. The phone number (855-946-3678) isn't visible in the hero section on desktop. A visitor who just got rear-ended on Route 30 has to scroll or open the chat to find how to reach you.

Element	What's There Now	Something to Consider
Hero CTA	"Request Free Consultation" anchors to bottom form	Keep anchor, but add tracked phone number in hero. One primary path, one secondary.
Phone Visibility	Phone in footer and Intaker widget only	Sticky tracked number above the fold. CallRail is already set up, so this is fast.
Contact Form	5-field form at page bottom (#contact anchor)	3 fields max above the fold or a dedicated case review page. We can test both.
Chat Widget	Intaker chat with case-type picker and callback request	Solid tool. Consider reducing the popup frequency so it doesn't compete with the hero CTA.
Case Results	Scrolling banner (\$2.4M, \$2M, \$1M, \$450K, \$430K, \$362K)	Strong social proof. Could be even more impactful as a static grid with case types.
Trust Signals	Testimonials section below fold	Move 1-2 review quotes above the fold near the CTA. People want proof before they call.

The conversion path works. It just has some friction. We wouldn't run serious paid media to this landing experience without tightening the funnel first. That's month-one work. Straightforward fixes that typically move conversion rates from the 2-3% range to 8-12%.

# CTV and Streaming: Your Biggest Opportunity

Philadelphia is DMA #4. Legal advertisers spend \$4.8 million per month in your market. Morgan & Morgan alone accounts for \$1.28M. Spear Greenfield spends \$601K. Kline & Specter spends \$529K. The top five firms control 67% of all legal ad spend in Philadelphia.

Here's the gap: only 14% of that spend goes to streaming. 48% goes to broadcast. 34% goes to radio. TopDog Law spends \$414K/month with 0.1% on streaming. Lundy Law spends \$393K/month with 1.4% on streaming. The audience moved to streaming, and the big spenders haven't followed. That's your opening.

Firm	Monthly Spend	Share	Streaming %
Morgan & Morgan	\$1,279,387	26.6%	10.1%
Spear Greenfield	\$600,549	12.5%	25.3%
Kline & Specter	\$529,331	11.0%	12.3%
TopDog Law	\$413,953	8.6%	0.1%
Lundy Law	\$393,175	8.2%	1.4%
Top 5 Total	\$3,216,395	66.9%	---

We deploy non-skippable CTV spots across 150+ streaming networks. Hulu, Peacock, Paramount+, Tubi, Pluto, and the entire programmatic ecosystem. Our targeting uses LiveRamp identity resolution, real healthcare signals (ER visits, ambulance transport, urgent care, chiropractic, physical therapy), and cookieless contextual listeners deployed to your specific DMA. For MVA cases, we reach households where someone just had an accident. Your ad is the first attorney they see.

**Competitive conquest:** The top 10 firms in Philadelphia spend \$3.5M/month on traditional media (broadcast, cable, radio). TopDog alone spends \$414K with virtually zero on streaming. Lundy spends \$393K with 1.4% on streaming. When their ads air, we detect it. Your streaming commercial reaches that same household within the hour. Their \$3.5M/month in traditional drives awareness. Your ad captures the intent. Same household. Your brand. Their spend. That only works if we're not running the same play for another firm in your market.

**Cost arbitrage:** Broadcast CPM in Philadelphia runs \$25-40+. Behavioral CTV with household-level targeting runs \$12-22. Non-skippable. 90-96% completion rates. Every impression traced to a household, a site visit, a call, a signed case.

## Your Pennsylvania DMA Coverage:

DMA	Rank	Your Presence
Philadelphia	#4	HQ (West Chester + Philadelphia)
Pittsburgh	#27	Statewide practice

DMA	Rank	Your Presence
Harrisburg-Lancaster-Lebanon-York	#42	Statewide practice
Wilkes-Barre-Scranton-Hazleton	#59	Statewide practice
Johnstown-Altoona-State College	#112	Statewide practice
Erie	#154	Statewide practice

Your two offices sit in Philadelphia DMA #4. We deploy campaigns, targeting layers, and attribution across every DMA you want to reach. Each market gets its own budget, its own creative, its own measurement. Dollar by dollar.

## CTV Creative Production (5-Scene Arc)

Every CTV spot we produce follows a proven emotional arc. 30 seconds. Non-skippable. Branded yet direct response.

Scene	What Happens	Duration
1. Pain	Real scenario. Accident on Route 30. Hospital. Insurance stonewalls.	5-8s
2. Brand Reveal	Wilk Law. "Who Fights? Who Wins?" Courthouse steps.	3-5s
3. Proof	Tyler's story. \$2.4M settlement. 269 five-star reviews.	8-10s
4. Relief	Client recovery. Family moving forward. Life restored.	5-8s
5. End Card	wilklawfirm.com   866-215-6060   Free Case Evaluation	3-5s

Your origin story is a real differentiator. Hit by a drunk driver after your first Torts final. That's not a marketing angle, that's who you are. It belongs in the creative. Jurors trust attorneys who've been on the other side of the table.

### Marquee stories for CTV:

Story	Angle	CTV Use
\$2.4M Pedestrian Settlement	Catastrophic injury, insurance fight, Tyler delivers	Scene 3 centerpiece. Proves results.
Hit by Drunk Driver (Tyler's Story)	Attorney who's been on the other side	Origin story. Emotional hook. Authenticity.
269 Five-Star Reviews	More reviews than firms 10x your size	Social proof. Trust bar. End card.

# Paid Social, Retargeting, and Search

CTV builds awareness. Paid social and search capture intent. Retargeting closes the loop. Every visitor who hits your site and doesn't call gets followed across Facebook, Instagram, and the Google Display Network until they convert or opt out.

You've got 5,200 Instagram followers and 3,650 Facebook page likes. The audience is already there. We layer paid on top of organic to drive case requests.

## Meta Ads (Facebook + Instagram)

Ad Format	Placement	Example Creative	Objective
Feed Ad (1200x628)	Facebook + Instagram Feed	Tyler's photo with navy overlay. "Who Fights? Who Wins?" headline. Copper CTA: Free Case Evaluation. 866-215-6060.	Traffic + Lead Gen
Square Post (1080x1080)	Instagram Feed + Facebook Feed	WILK LAW logo. "Who Fights? Who Wins?" centered. "We're ready when you are." tagline. Copper phone bar.	Brand Awareness
Story Ad (1080x1920)	Instagram + Facebook Stories	Full-screen. Tyler's photo background. Badge: PA Personal Injury. "Who Fights? Who Wins?" Swipe-up CTA.	Traffic + Lead Gen
Carousel	Facebook + Instagram Feed	Slide 1: "Who Fights?" Slide 2: \$2.4M Settlement. Slide 3: 269 Reviews. Slide 4: Free Consultation CTA.	Social Proof + Conversion
Retargeting Ad	Facebook + Instagram + Audience Network	"Still looking for the right attorney?" Tyler's photo. Trust stats. "Your fight starts here." Direct CTA.	Retargeting (site visitors)

Every ad uses the same brand system. Navy background, copper CTA, "Who fights? Who wins?" Same look whether someone sees you on Hulu, scrolls past you on Instagram, or searches Google. Brand recall compounds.

## Retargeting Strategy

Audience	Where They See You	Message
Site visitors (didn't convert)	Meta + Google Display	"Your fight starts here." Testimonial quote. Direct phone CTA.
Visited practice area page	Meta + Google Display	Case-type specific. "Injured in a car accident?" with Tyler's results.
Started form but didn't submit	Meta + Google Display	"Still need help?" Urgency. Free consultation. No fee unless you win.

Audience	Where They See You	Message
CTV viewers (household match)	Meta + Google Display	Reinforcement. Same messaging from the 30-second spot. Second screen.
Lookalike audiences	Meta	Modeled from your best converters. Same creative as prospecting ads.

97% of visitors leave without calling. Right now, they're gone. With retargeting, every one of them sees Tyler Wilk on Facebook, Instagram, and across the web for 30 days. That's how you turn a bounce into a case.

## Google Ads

Campaign Type	Example	Strategy
Search (Brand)	"Wilk Law" / "Tyler Wilk attorney"	Defend your brand name. Low CPC, high conversion.
Search (PI Keywords)	"car accident lawyer philadelphia"	Money keywords. High CPC (\$150-200+). We optimize for cost per signed case, not clicks.
Search (Conquesting)	"TopDog Law reviews" / "Morgan Morgan Philadelphia" / "Lundy Law"	Competitor brand terms. When someone searches your competition, they see you. TopDog (\$414K/mo) and Lundy (\$393K/mo) drive search volume you can capture.
Display (Retargeting)	Banner ads across Google Display Network	728x90, 300x250, 160x600. Same brand. "Who Fights? Who Wins?" Copper CTA.
Local Services Ads	Google Guaranteed badge	Top of SERP. Pay per lead, not per click. Your reviews (269) dominate here.

Full-funnel paid media. CTV builds awareness. Meta retargeting captures the second screen. Google search captures intent. Display follows them everywhere. Every channel reinforces the same message. Every impression is measured.

# Video and Content: Starting from Zero

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Tyler, we're going to be straight with you. You don't have a YouTube channel. No video library. Three guest appearances across other channels with a combined 563 views. In 2026, video is the trust engine for PI firms.

The good news: starting from zero means we build it right from day one. No legacy content to clean up. No inconsistent branding to fix.

Channel	What We Build	Expected Impact
YouTube	Channel setup, branded intro/outro, 2-4 videos/month	SEO authority + trust signals for case pages
YouTube Shorts	60-second case type explainers from CTV footage	10-50x organic reach vs long-form
Instagram Reels	Behind-the-scenes, verdict reactions, client stories	Brand personality. You've got 5,200 followers to build on.
Facebook Video	Repurpose Reels + longer testimonials	3,650 page likes. Active audience already there.
CTV Pre-Roll	Run your best spots as targeted pre-roll in PA DMAs	Guaranteed views on your strongest creative

Your Instagram has 5,200+ followers and 206 posts. Your Facebook page has 3,650 likes with active engagement. The audience is there. The content pipeline isn't. We build that pipeline so every piece of video works across every channel.

# Your SEO: Solid Foundation, Room to Grow

Metric	Current	Notes
Pages Indexed	~50+	Practice area pages, geo pages, blog-less
CMS	WordPress + Yoast SEO	Good foundation. Schema markup present.
Tracking	GA4 + GTM + CallRail + LinkedIn Pixel	Better than most firms this size.
Chat	Intaker	Lead capture active. Good.
Title Tag (Homepage)	Pennsylvania Personal Injury Attorney   Wilk Law...	73 characters. Slightly long but acceptable.
Meta Description	...prepared to fight until you get the compensation...	155 characters. Solid.

Your tech stack is better than 90% of firms your size. GA4, GTM, CallRail, LinkedIn pixel, Intaker. That's a real analytics foundation. Most solo practitioners don't have half of this.

Something we noticed: you don't have any blog content. Zero editorial pages. Your site is all landing pages, which is fine for bottom-funnel keywords, but you're missing the entire middle of the funnel. Educational content builds authority, earns backlinks, and captures people before they're ready to call.

We already publish deep-market intelligence on Philadelphia. Our article on Philadelphia legal advertising tracks all 98 advertisers, every channel, every dollar. We'd build that same depth for Wilk Law's practice areas.

## Content gaps worth targeting:

Keyword	Est. Monthly Volume	Why It Matters
car accident lawyer philadelphia	2,400+	Your #1 money keyword. Geo page exists but needs depth.
personal injury lawyer west chester	720+	HQ market. You should own this outright.
what to do after a car accident in PA	1,600+	Educational intent. Blog content captures this. Zero competition from PA firms.
how long to settle a car accident claim PA	880+	FAQ content. Builds authority with zero ad spend.
motorcycle accident lawyer philadelphia	590+	Practice page exists. Needs Philadelphia-specific depth and case data.
slip and fall settlement amounts PA	480+	High-intent research query. No page targets this anywhere in your market.
truck accident lawyer philadelphia	390+	High-value cases. No dedicated Philadelphia page. Avg case value 3-5x MVA.

Keyword	Est. Monthly Volume	Why It Matters
wrongful death lawyer PA	320+	Highest-value cases. No dedicated content. Major gap.

**Content plan (Month 1-3):**

Content Type	Count	Purpose
Practice Area Pages	8	Deep pages (2,000+ words) for each case type. Car accidents, truck accidents, motorcycle, slip and fall, wrongful death, dog bites, premises liability, workers comp.
Blog Articles	12	Data-led editorial. PA traffic fatality data, intersection crash stats, settlement timelines, insurance bad faith. Ranks for mid-funnel keywords.
Geo Pages	4	West Chester, Philadelphia, Chester County, Delaware County. Each targeting local PI keywords.
FAQ Schema Pages	4	"What to do after..." content with FAQ markup. Captures featured snippets.

These aren't guesses. Every keyword in that table is a real search that real people in your market type every month. 28 pages in 90 days. Each one targets a keyword you could own.

# Your Brand: Both Sides of the Coin

You've got something rare. Your site says "compassionate counsel, yet powerhouse advocacy." Most firms pick one. You've built your identity around both, and your origin story (hit by a drunk driver after your first Torts final) makes both sides authentic.

The challenge: your current messaging doesn't land either side hard enough. "We Fight Insurance Companies Until Pennsylvania Families Win" is solid hero copy, but it's the fighter side. The compassionate side lives in your bio and testimonials. It should be everywhere.

Element	What's There Now	Something to Consider
Hero Message	"We Fight Insurance Companies Until Pennsylvania Families Win"	Strong. Keep it. But pair with empathy below: what the injured person is feeling.
Brand Positioning	"Compassionate counsel, powerhouse advocacy"	This is the line. It should be the tagline, not buried in body copy.
Visual Identity	Blue/navy palette, professional photography of Tyler	Clean. The background video is a nice touch. Could use more human moments.
Emotional Arc	Case results focus on dollar amounts	Lead with the person's story. \$2.4M pedestrian: who was that person? What happened to their life?
Tyler's Story	Bio page covers origin, but buried	This is your strongest trust signal. "I've been on the other side of the table" should be on the homepage.
Social Proof	269 reviews, Super Lawyers, testimonials	Incredible for a solo practitioner. Feature it more prominently above the fold.

The visitor who lands on your site just had the worst day of their life. They're in pain. They're scared. They don't know if they can afford an attorney. Your site should meet them in that moment. Show them you've been where they are. Then show them the results.

# A Few Things Under the Hood

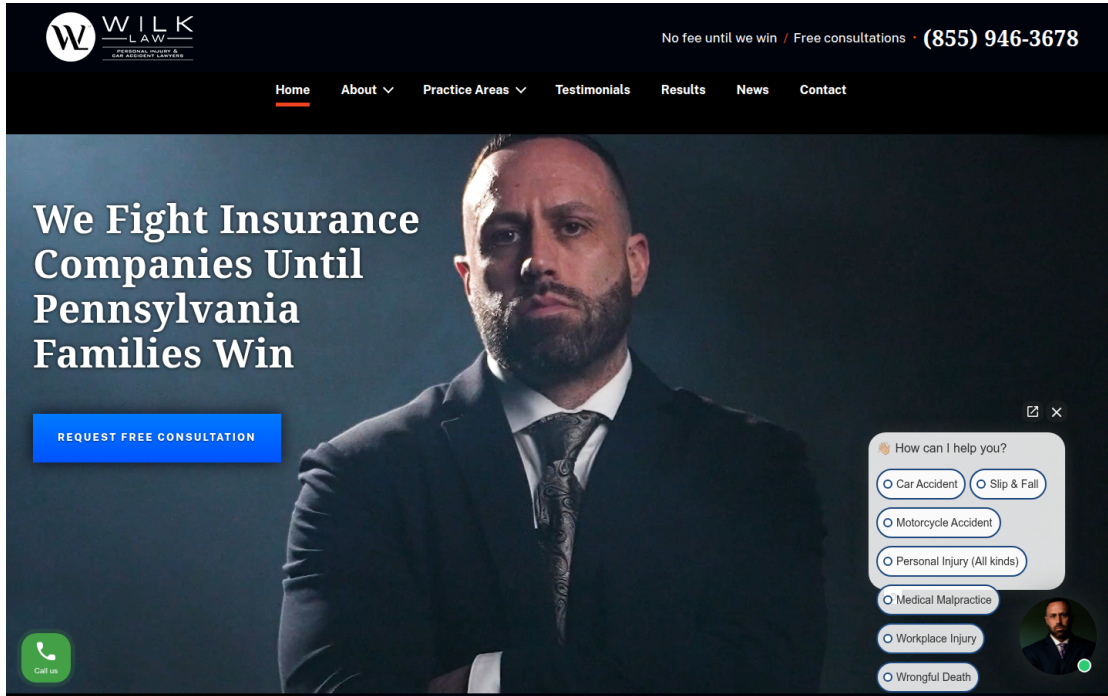
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Item	Current State	Priority
WordPress + Yoast	Good CMS foundation. Schema present.	Maintain
GA4 (G-8SER5B7NXC)	Active. Tracking pageviews.	Verify event tracking (form submits, calls)
GTM (GTM-WLQ5WRCG)	Active container.	Audit tags. Ensure all conversion events fire.
CallRail	Active call tracking.	Good. Verify dynamic number insertion on all pages.
LinkedIn Pixel	Active.	Good for B2B retargeting if you want to reach adjusters/attorneys.
Intaker Chat	Active with case-type picker.	Solid lead capture. Check conversion rate.
Page Speed	Background video on homepage may impact load time.	Test Core Web Vitals. Optimize video delivery.
OG Image	512x512 square image (not 1200x630)	Fix. Social shares look broken. 1200x630 is standard.
Schema Markup	Present via Yoast.	Verify LocalBusiness schema for both office locations.

Your tech stack is genuinely impressive for a 3-person firm. GA4, GTM, CallRail, LinkedIn pixel, Intaker. Most firms 10x your size don't have this instrumented. The foundation is there. We just need to make sure every tag fires correctly and every conversion event is measured.

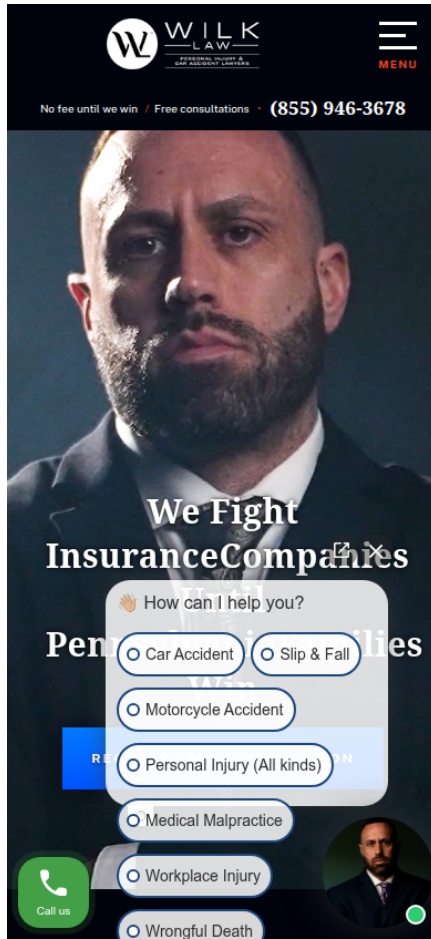
# Your Current Site

Here's where you are today. Strong foundation, good tech stack, solid trust signals. But the site isn't converting at the level it should.



wilklawfirm.com (desktop). Background video hero, Intaker chat, case results banner. The bones are there.

## Mobile Experience (Current)



wilkfirm.com on mobile. Hero video, CTA button, case results. 68% of PI searches start on a phone.

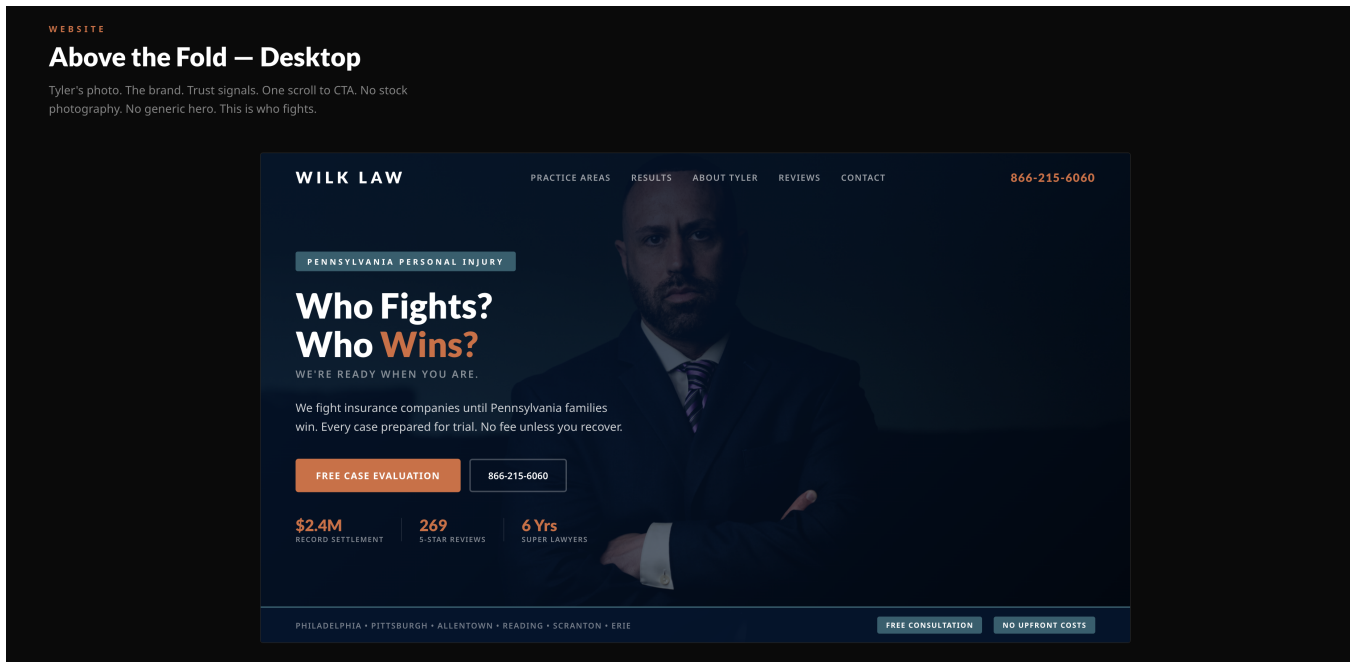
# What We Built for You

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Everything below is built. Brand, messaging, layouts, ad creative. Same system running through every touchpoint.

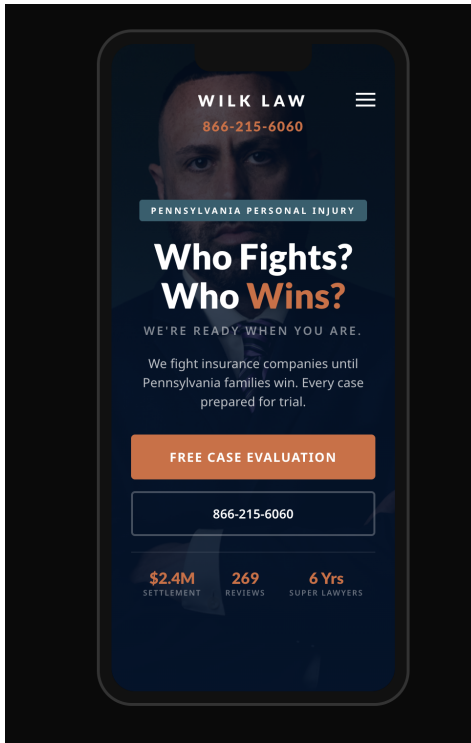
View the full interactive concepts: [taqtics.com/wilk-law/](http://taqtics.com/wilk-law/) (access code: whofightswins)

## New Homepage (Desktop)



"Who Fights? Who Wins?" Tyler's photo. Trust signals above the fold. Tracked phone number. Dropdown nav with practice areas and 12 PA locations. Every element designed to convert.

## New Homepage (Mobile)



Same brand. Same message. Thumb-ready CTAs. This is what 68% of your visitors see first.

# Data-Led Content Section

DATA-LED CONTENT

## The Numbers Behind Pennsylvania Accidents.

Real data from PennDOT, NHTSA, and Philadelphia city records. We publish what the insurance companies don't want you to see.



1,127  
PA Traffic Deaths in 2024

PENNSYLVANIA DATA

### 1,127 Families Lost Someone on Pennsylvania Roads Last Year

PennDOT's 2024 data shows 1,127 traffic fatalities statewide. Intersection crashes rose to 321. Impaired driving killed 342 people. Here's what the numbers mean for your claim.

[Read the full report →](#)



321  
Intersection Crash Deaths — Rising

PHILADELPHIA SAFETY

### Intersection Crashes Are Rising in Philadelphia. The City's Vision Zero Is Failing.

Philadelphia committed to zero traffic deaths by 2030. Intersection fatalities went up, not down. Stop sign crashes jumped from 98 to 111. What that means for injured families.

[Read the full report →](#)



342  
Drunk Driving Deaths in PA

KNOW YOUR RIGHTS

### 342 People Killed by Drunk Drivers in Pennsylvania. What the Law Says About Your Case.

Impaired driving crashes killed 342 Pennsylvanians in 2024. Down from 429 the year before, but still one person every day. Here's what you're entitled to.

[Read the full report →](#)

CONCEPT BY TAQTICS

Real PennDOT data. 1,127 PA traffic fatalities. 321 intersection crash deaths. 342 drunk driving deaths. Content that ranks, builds authority, and captures people before they're ready to call.

## Meta Ads (Facebook + Instagram)

PAID SOCIAL

### Facebook + Instagram Ads

Same two questions. Same copper CTA. Same phone number. Brand recall compounds across every platform.

Wilk Law Sponsored  
Injured in Pennsylvania? Your fight starts here. Free consultation. No fee unless you win. Call 866-215-6060.

**Who Fights? Who Wins?**  
WE'RE READY WHEN YOU ARE.  
[Free Case Evaluation](#)

WILKLAWFIRM.COM  
Pennsylvania Personal Injury Attorney  
269 Five-Star Reviews. Free Consultation. [Learn More](#)

wilklawfirm Sponsored

PENNSYLVANIA PERSONAL INJURY

**Who Fights? Who Wins?**  
WE'RE READY WHEN YOU ARE.  
[FREE CONSULTATION](#)  
866-215-6060

[LEARN MORE](#)

wilklawfirm Sponsored

WILK LAW

**Who Fights? Who Wins?**  
WE'RE READY WHEN YOU ARE.  
[FREE CASE EVALUATION](#)  
866-215-6060

[Learn More](#)

wilklawfirm Pennsylvania families deserve a fighter. Every case prepared for trial. Free consultation.

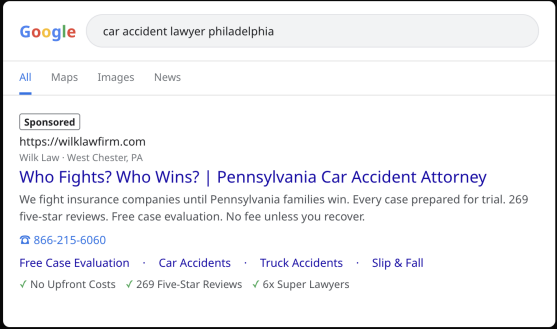
Facebook feed ad, Instagram story, Instagram feed post. Same "Who Fights? Who Wins?" Same copper CTA. Same phone number. Brand recall compounds across every platform.

# Google Search Ads

**PAID SEARCH**

## Google Ads

Same messaging in search. "Who fights? Who wins?" as a headline cuts through the noise of every other firm saying the same thing.



The screenshot shows a Google search interface with the query "car accident lawyer philadelphia". The search results include a sponsored ad for Wilk Law Firm. The ad features a "Sponsored" label, the URL "https://wilkfirm.com", and the headline "Who Fights? Who Wins? | Pennsylvania Car Accident Attorney". The ad copy states: "We fight insurance companies until Pennsylvania families win. Every case prepared for trial. 269 five-star reviews. Free case evaluation. No fee unless you recover." Below the main text is a phone number "866-215-6060" and a list of services: "Free Case Evaluation", "Car Accidents", "Truck Accidents", and "Slip & Fall". At the bottom of the ad, there are three checkmarks with text: "No Upfront Costs", "269 Five-Star Reviews", and "6x Super Lawyers".

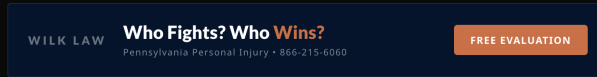
"Who Fights? Who Wins?" as a search headline cuts through the noise. Sitelinks, call extensions, callout extensions. 269 reviews in the ad copy.

# Display and Retargeting Banners

DISPLAY & PROGRAMMATIC

## Banner Ads

Retargeting and programmatic display. Same brand. Same copper. Same two questions on every banner size.



728x90 Leaderboard

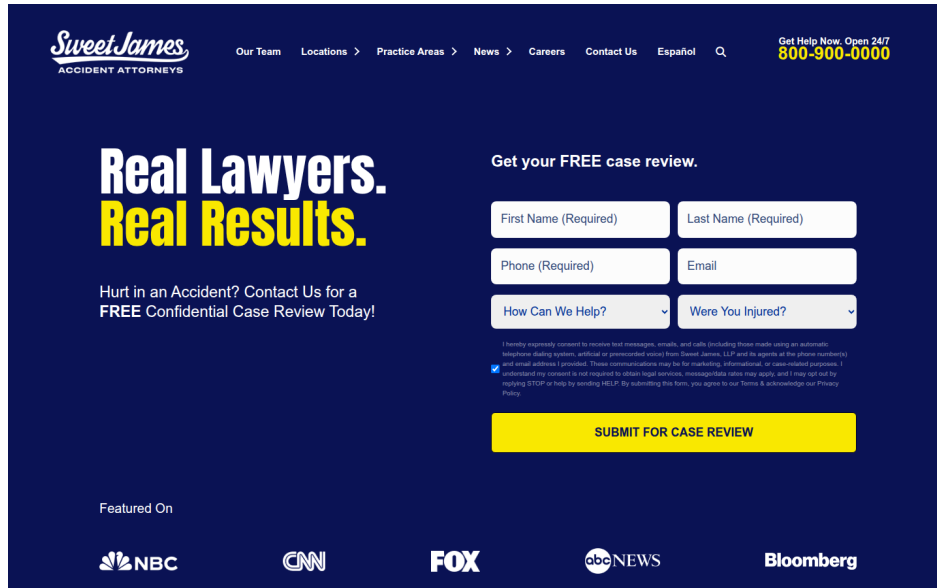


300x250 Medium Rectangle

728x90 leaderboard and 300x250 medium rectangle. Same brand system. Retargeting every site visitor across the Google Display Network for 30 days.

# The Competition: What High-Converting Firms Look Like

These are the firms investing in CRO, video, and full-funnel distribution. This is the bar you're competing against.



sweetjames.com. Single hero CTA, tracked phone, trust badges, video testimonials. Clean funnel.

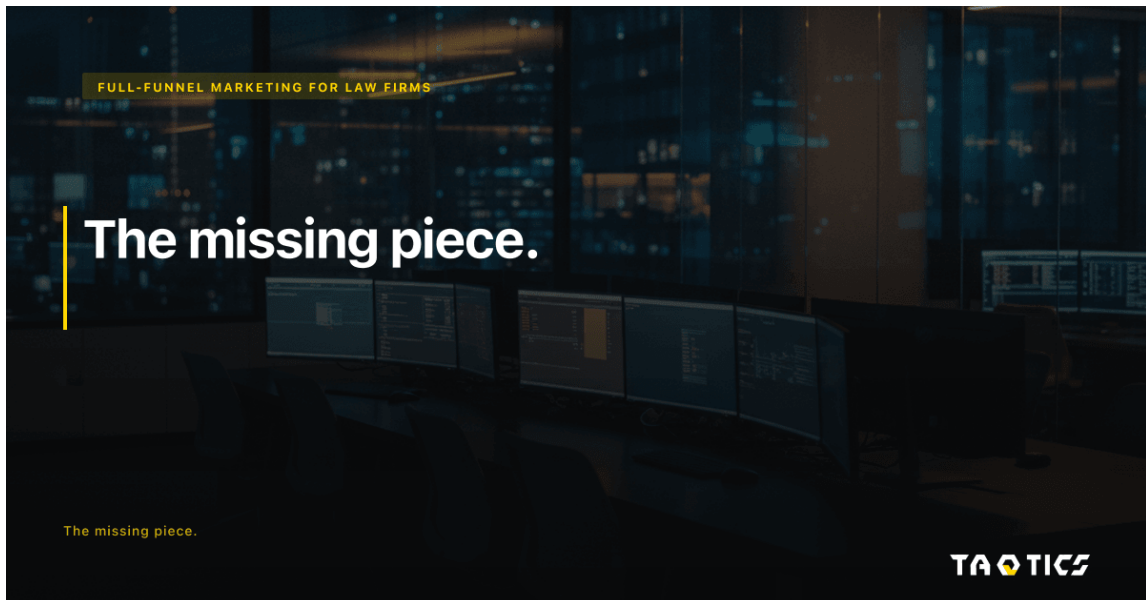


craigswapp.com. Bold hero, form above fold, social proof stacked, clear conversion path.

aeelaw.com. Taqtics client. 35 Years. One Fight. Yours. Every page converts.

forthepeople.com. National scale. Multi-channel attribution. Full-funnel.

## Who We Are



Taqtics. The missing piece. Design, content, and media for law firm growth.

**Same team that built AEE Law in NYC. Same methodology. Same attention to detail. Your site gets the same treatment.**

# Your Game Plan

Full-funnel. Everything. One flat retainer. No piecemeal. No hourly billing. Media spend runs through your accounts with full transparency.

Channel	What We Do	Expected Impact
CTV / Streaming	Non-skippable ads on 150+ streaming networks. We produce the creative.	2-3x more qualified leads vs. broadcast
Paid Search	Launch campaigns on core PI keywords across Pennsylvania DMAs	3-10 additional qualified leads/month
SEO + Content	Blog launch, practice area depth, location pages, internal linking	Capture mid-funnel keywords. Build authority.
Video Production	YouTube channel build, Shorts, Reels, CTV creative	From zero to consistent video pipeline
CRO	Homepage funnel tighten, form optimization, phone visibility, A/B testing	2-3% conversion to 8-12%
Social	IG + FB content calendar, video distribution, engagement	5,200 IG followers and 3,650 FB likes into an engine
Attribution	Household-level. Impression to call to signed case.	Every dollar traced

**\$10K/mo**

Flat Retainer

**Full Funnel**

Everything Included

**30 Days**

Month One Deliverables

**1 Firm**

Per Market. Exclusive.

Our team comes from mass tort, where the infrastructure has to be airtight. We've been enjoying the MVA and single-incident space because the fundamentals transfer and the markets are wide open. Pennsylvania is exactly the kind of state we love. Solo practitioner punching above his weight, real competitive gaps to exploit, room to scale across 11 DMAs.

Clients at this level typically see 2-3x more case requests within a few months. More serious cases too. Not from spending more. From targeting the right households, converting visitors into leads, and measuring everything so we know what's working.

**Competitive conquest:** TopDog Law spends \$414K/month with 0.1% on streaming. Lundy Law spends \$393K/month with 1.4% on streaming. When their broadcast and radio ads air in Philadelphia, your streaming spot hits that same household. Their \$3.5M/month in traditional drives awareness. Your ad captures the intent. That only works if we're not running the same play for another firm in your market.

**Tyler, we got you. Our team is prepared and equipped for a project like this. Philadelphia DMA #4 is open. We'd love to be the team behind your firm.**

## Let's Talk

The brand is built. The data is pulled. The creative is done. One flat retainer. Everything executed. Let's walk through it.

[cal.com/taqtics](http://cal.com/taqtics) | [jared@taqtics.com](mailto:jared@taqtics.com)

# About Taqtics

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## Creative

Brand identity, CTV production, video distribution, website design, content strategy. We don't outsource creative. Same team, same standard, every deliverable.

## Media

CTV and streaming, programmatic display, paid search, paid social. Full-funnel distribution with household-level targeting. Non-skippable inventory across 150+ streaming networks. 24-million household measurement panel.

## Growth

Attribution, call tracking, CRM sync, conversion optimization. Every impression traced to a household, a site visit, a call, a signed case. No guesswork.

### Jared Reagan, Founder & CEO, Taqtics

Building in legal advertising since 2009. Tracks \$150M+ monthly across 150+ US markets. One firm per market. No filler.

**We track legal advertising spend across 210 US markets on a 24-million household panel. One firm per market. No filler.**

Your market data stays exclusive to one partner firm. Pennsylvania is open. All 11 DMAs:

DMA	Rank
Philadelphia	#4
Pittsburgh	#27
Harrisburg-Lancaster-Lebanon-York	#42
Buffalo (PA portion)	#54
Wilkes-Barre-Scranton-Hazleton	#59
Johnstown-Altoona-State College	#112
Youngstown (PA portion)	#118
Salisbury (PA portion)	#131
Erie	#154
New York (PA portion)	#1
Washington-Hagerstown (PA portion)	#8

**One partner. Eleven markets. The entire state.**