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Personal Injury Marketing Benchmarks 2026

CPL benchmarks, channel mix, conversion math, and 14-touch nurture sequences for PI law firms — based on \$12M+ in managed spend across 47 personal injury accounts.

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01

The Personal Injury Lead Landscape in 2026

Personal injury is the highest-CPL legal vertical in paid media — and the most lucrative if your intake converts. Three forces are reshaping PI marketing in 2026:

- **LSA dominance.** Local Services Ads now appear above all paid search in 73% of "lawyer near me" queries. Firms without LSA are invisible to the highest-intent traffic.
- **Intake is the bottleneck.** Average PI firm converts only 18-24% of leads to retained clients. The funnel problem is almost never lead volume — it's speed-to-call and nurture sequence quality.
- **Creative fatigue at 90 days.** Meta PI campaigns see 40-60% CTR decline by month 3 without new creative. Static image ads die fastest; video and social-proof formats persist.

\$180–\$420	18%	6.2x	73%
Avg CPL - Top 25 markets	Avg lead-to-case conversion	Avg LTV:CAC on retained PI cases	LSA share of high-intent clicks

Key insight: The PI firms compounding in 2026 are NOT spending more on leads. They're converting 28-35% of the same leads through faster response (under 5 min) and structured 14-touch nurture.

02

CPL Benchmarks by Market Tier

CPL varies 3-5x between Tier 1 and Tier 3 markets. Use this table to assess whether your current CPL is above or below benchmark — and calibrate budget accordingly.

Market Tier	Example Cities	Google LSA CPL	Google PPC CPL	Meta CPL	Intake Conv.
Tier 1	NYC, LA, Miami, Chicago	\$280-\$420	\$320-\$580	\$95-\$180	16-22%
Tier 2	Houston, Atlanta, Phoenix	\$160-\$260	\$190-\$340	\$65-\$120	19-26%
Tier 3	Pittsburgh, Monroeville, Patchogue	\$90-\$160	\$110-\$200	\$35-\$75	22-31%
Tier 4	Small metros <500K pop.	\$45-\$110	\$60-\$140	\$22-\$55	25-35%

Case type CPL multipliers

Case Type	CPL Multiplier vs Base	Reason
Auto accident — general	1.0x (base)	High supply of leads, high competition
Truck accident	1.6-2.1x	Higher case value, fewer competitors
Medical malpractice	2.8-4.2x	Complex, long cycle, low conversion
Slip & fall	0.7-0.9x	Lower intent, high attrition
Workers comp	0.8-1.1x	Regulated, referral-heavy
Mass tort (Camp Lejeune, etc)	1.4-2.4x	Programmatic, volume-based

03

Channel Mix: What Actually Converts

Across 47 PI accounts, here is how channel mix correlates with cost-per-retained-client (not just CPL):

Channel	Avg CPL	Lead-to-Case %	Cost per Retained Client	Recommended Budget
Google LSA	\$95-\$200	28-38%	\$350-\$650	35-45%
Google PPC (branded)	\$40-\$80	32-42%	\$140-\$240	10-15%
Google PPC (non-brand)	\$180-\$380	14-20%	\$900-\$2,400	15-20%
Meta / Facebook	\$55-\$140	12-18%	\$480-\$900	15-20%
YouTube (video ads)	\$30-\$70	8-13%	\$320-\$700	5-10%
Local SEO / GMB	\$0 (organic)	25-35%	Agency fee only	Investment, not budget
Referral programs	\$0-\$40	45-65%	\$60-\$180	Always active

Rule of thumb: 40% LSA + 20% branded PPC + 20% Meta + 20% non-brand PPC is the baseline for Tier 1-2 markets. Adjust toward LSA in Tier 3-4 where CPL advantage is strongest.

04

Google LSA + PPC Setup for PI Firms

LSA Setup Checklist (complete all before going live):

- Google Business Profile fully verified with address, hours, photos (min 10 photos)
- LSA license verification complete — bar number + malpractice insurance submitted
- Minimum 10 Google reviews with 4.5+ average before activating LSA
- Background check completed via LSA dashboard
- Budget set to "maximise leads" for first 30 days (not manual CPC)
- Call tracking number installed — never use direct office number
- Dispute process ready: flag bad leads within 30 days for credit

PPC campaign structure (proven for PI):

- **Campaign 1 — Branded exact match:** [firm name] + [attorney]. Max bid, broad budget, highest conversion.
- **Campaign 2 — Injury type exact/phrase:** "car accident lawyer [city]", "truck accident attorney [city]". \$180-\$280 target CPL.
- **Campaign 3 — Competitor conquest:** [competitor name] lawyer. Careful with trademark policy. Lower volume, high intent.
- **Campaign 4 — Symptom/situation queries:** "what to do after car accident". Top-of-funnel, lower CPL, lower close rate.

Critical: Response time under 5 minutes increases lead-to-consultation rate by 340% vs responding in 1 hour. If you can't answer calls 24/7, use a legal answering service — leads don't leave voicemails.

05

Meta Ads: Injury-Specific Creative Framework

Meta works differently in PI than in ecommerce. You are not generating immediate purchase intent — you are surfacing latent injury victims who haven't yet looked for an attorney.

The 4 creative formats that work in PI:

Format	Hook style	Avg CTR	Avg CPL	Best for
Client testimonial video	"After my accident, I didn't know..."	1.8-2.9%	\$65-\$110	Cold audiences, trust-building
Attorney talking head	"If you've been injured, here's what the insurance company won't tell you"	1.2-1.9%	\$80-\$140	Warm retargeting
Case result carousel	"\$450K settlement · Auto accident · 2025"	2.5-3.4%	\$55-\$95	Retargeting, high-intent
Educational video	"3 mistakes that kill PI claims"	0.9-1.6%	\$45-\$80	TOF, awareness

Compliance note: PI ads on Meta are subject to special ad categories. Always select "Credit, employment, housing or social issues" — failure to do so causes account flags and delivery restrictions.

06

The 14-Touch Nurture Sequence

78% of PI leads that eventually retain a firm do so after 3+ follow-up attempts. Most firms stop at 1-2. This sequence runs automatically via CRM and converts 8-14 percentage points more leads than manual follow-up.

Touch	Timing	Channel	Message theme
1	Immediate (0-2 min)	Call + SMS	Introduction, free consultation offer
2	5 min (if no answer)	SMS	"Missed you — call us free at [number]"
3	1 hour	Email	What to expect from your free consultation
4	3 hours	Call	Second attempt — reference initial inquiry
5	Day 1 evening	SMS	Social proof — recent local case result
6	Day 2	Email	Educational: "What the insurance company won't tell you"
7	Day 3	Call	Third attempt — mention deadline concern
8	Day 4	SMS	One-tap reply option ("Reply YES to schedule")
9	Day 5	Email	Attorney video — personal introduction
10	Day 7	Call	Last genuine attempt — urgency framing
11	Day 10	SMS	Statute of limitations reminder (factual)
12	Day 14	Email	Case result newsletter — social proof
13	Day 21	SMS	Light touch — "Still here if you need us"
14	Day 30	Email	Final — resource offer, no hard pitch

07

Intake Conversion Optimisation

18%	31%	5 min	2.4x
Industry avg lead-to-case rate	Top quartile PI firms	Response time target	Revenue lift at top quartile

The 5 intake levers that move conversion rate:

- **Speed to first call:** Under 5 minutes vs under 60 minutes = 340% more consultations booked.
- **24/7 live answering:** Legal answering services cost \$200-\$500/month and recover 20-35% of after-hours leads.
- **Intake script quality:** Structured intake vs unstructured = 18 percentage point conversion lift. Use qualifying questions to identify case strength early.
- **Consultation format:** Video call option increases consultation show rate 22% vs phone-only.
- **CRM follow-up automation:** Firms using CRM with automated sequences convert 8-14 points more leads than manual follow-up.

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10 Actions to Implement This Week

- **Activate LSA if not live.** Biggest CPL advantage in PI. Setup takes 1-2 weeks for verification.
- **Set a 5-minute response SLA** and hold your intake team accountable. Track it in CRM.
- **Install a legal answering service** for after-hours. Ruby, Alert Communications, or Mass Tort Nexus all specialise in PI.
- **Build your 14-touch sequence** in your CRM. If you don't have CRM, start with Lawmatics or Clio Grow.
- **Add 10+ photos to Google Business Profile** and request LSA background check if not completed.
- **Audit your Google reviews** — target 4.5+ with 50+ reviews before scaling LSA budget.
- **Shoot one client testimonial video** (60-90 seconds). This single asset will outperform every static ad you run.
- **Set up call tracking** via CallRail or similar. Never run paid media without call tracking.
- **Segment your cases in CRM** by type (auto, slip & fall, etc.) so you can track CPL and close rate per case type.
- **Run a 30-day incrementality test** — pause Meta for 2 weeks, measure impact on retained clients (not just leads). Most PI firms discover Meta is 40-60% less incremental than platform reports.

Want this built for your firm? GrowwithBA runs full-funnel PI marketing programs — LSA, PPC, Meta, intake optimisation, and CRM automation. Free audit at growwithba.com/contact

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