

LAW.COM Case Study





About NAM (National Arbitration and Mediation)

Founded in 1992, NAM (National Arbitration and Mediation) is recognized for its superb customer service and exceptional panel of arbitrators and mediators. NAM works with more than 10,000 commercial entities, including more than 50 percent of the Fortune 100 companies. NAM offers litigants a nationwide panel of more than 2,600 top-tier former judges and legal practitioners uniquely qualified to facilitate the resolution of disputes in a private forum. NAM maintains rosters in all 50 states, Puerto Rico and in major cities around the world, with deep experience in the areas of complex commercial, construction, employment, entertainment, financial services, international, insurance, medical malpractice, personal injury, professional liability and real estate dispute resolution. NAM is an indispensable resource for parties seeking cost-effective alternatives to expensive and time-consuming litigation. Learn more, visit www.namadr.com.

The Challenges & Goals

NAM is one of just a few major players in Alternative Dispute Resolution. While NAM enjoys a national profile, it must be vigilant and work to maintain and heighten its position in the marketplace. NAM's marketing team was looking for an advertising program that would elevate NAM's position. It was especially important for NAM to find a way to connect its message to key topics and areas of focus, and to align with the way users search for and discover relevant editorial content.

“In Alternative Dispute Resolution, being top of mind to readers as they're accessing that content is key for our organization and our awareness.”

“We want to make sure we're on the front line of all of those different channels making sure we maximize our exposure as much as possible.”



**ANNA
DIOLOSA**
Vice President
Marketing
NAM

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We pride ourselves on our panel. They are our thought leaders as well. Being able to showcase their expertise on a national scale has been extremely beneficial for us.”

The Solution

The **Topic Sponsorship** allows NAM to engage with readers of Alternative Dispute content across the Law.com platform

The program surrounds Law.com Alternative Dispute Resolution content with NAM messaging and engages Law.com users with NAM branded content. Webinars connect NAM's panel directly with users and social exposure brings NAM across channels.

NAM strives to meet its target audience on whatever channel they use to seek out information on alternative dispute resolution. Altogether, the **Topic Sponsorship** affords NAM a holistic view of their marketing mix of channels in one program.

Real Results

The Alternative Dispute Resolution **Topic Sponsorship** has afforded NAM more visibility in the marketplace. The brand measures impressions, pageview clicks, leads generated by webcasts, and whether the program has referred prospects back to their website - and results have been positive.

“From a branding standpoint, this is as good as it gets in terms of aligning ourselves with the ADR industry. That’s been beneficial to us.”

Alternative Dispute Resolution Topic Sponsorship

February - October



455,292

Banner Impressions

16 NATIVE ARTICLES



209,013 Visibility

(Appearance Across Promotions)



0.80% CTR

2 WEBCASTS



293

Live & On-Demand Attendees



46%

Live Attendee Conversion Rate

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TOPICS - INSIGHTS & ANALYSIS - SURVEYS & RANKINGS - LAW FIRMS - COMMUNITIES - ALL SECTIONS

20th ANNIVERSARY LAW.COM CELEBRATING 20 YEARS AS THE LEGAL INDUSTRY'S GO-TO RESOURCE FOR NEWS, ANALYSIS, AND INSIGHTS JOIN US

Alternative Dispute Resolution

+ FOLLOW - SHARE

Stories on large awards, trends in ADR, key legal disputes that spill into the courts, and big names and parties that are involved in ADR.

NEW JERSEY LAW JOURNAL

No Copy of Arbitration Agreement Means Nursing Home Patient's Suit Can Move Forward

P.J. D'ANNUNZIO | OCTOBER 28, 2019

A state appellate court has ruled that a nursing home patient who sued for negligence is not bound to an arbitration agreement he knew nothing about.

LEGAL WEEK

Herbert Smith Freehills Wins First Arbitration Under Korea-US Free Trade Agreement

JOHN KANG, THE ASIAN LAWYER | OCTOBER 25, 2019

The case marked the first time an arbitral tribunal interpreted what is considered an investment under the seven-year-old trade agreement.

NEW YORK LAW JOURNAL

Sixth Circuit Creates Circuit Split Regarding Whether Discovery in Aid of Private Commercial Arbitration Is Available

JUSTIN J. SANTOLLI AND R. DAVID GALLO | OCTOBER 25, 2019

The Sixth Circuit's decision likely portends an increase in applications pursuant to §1782 seeking discovery in private foreign commercial arbitrations and raises the prospect of the Supreme Court having to resolve the circuit split.

SPONSOR CONTENT

By NAM (National Arbitration and Mediation)

Mediation: Avoiding the "S" Word in IP Litigation

Mediation not only plays a significant role in facilitating settlement, it expands the times when it should be considered. Intellectual Property (IP) disputes are the perfect candidates for broadening the windows when mediation should be considered.

SETTING THE STANDARD FOR EXCELLENCE IN ADR.

NAM VOTED #1 ADR PROVIDER 2019

NAM RANKED #1 ADR FIRM 2019

NAM NATIONAL ARBITRATION AND MEDIATION www.namadr.com

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Trending Stories

- 1 Cleary Rainmaker Takes Team to Freshfields in New York M&A Shakeup
- 2 House Faces First Court Test Over Witness Testimony in Investment Industry

THE AMERICAN LAWYER

NEW 5 TH THE NATION'S LEADING ALTERNATIVE TO EXPENSIVE AND TIME-CONSUMING LITIGATION. LEARN MORE NAM

Alternative Dispute Resolution Topic Sponsorship

February - October

2019 SPONSORED EDITORIAL SOCIAL POSTS



122,541 Impressions



1.47%

Engagement Rate

2019 BRANDED SOCIAL POSTS



764,066 Impressions



0.87%

Engagement Rate

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Boies Schiller Flexner partner Karen Dunn led a team in scoring a win worth billions to Apple—a key battle in a larger fight against Qualcomm.

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LAW.COM
Bill Cosby Sues Qui Millions in Legal Fees

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We, as attorneys, so often believe that it is our performance in the courtroom, or the arbitration setting, that dictates results. How much merit is there to that belief?

Preparing Your Witness & Yourself For A Trial Or Arbitration

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Preparing The Witness, Preparing Yourself

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Ongoing Partnership

The ability to reach an audience of legal professionals seeking out information on Alternative Dispute Resolution is critical for NAM to continue to meet its marketing goals.

“We’d like to continue to own the ADR topic.”

“We do a lot of advertising and this was one way to really finetune the type of audience that we’re reaching.”



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About Law.com

Law.com is a part of ALM, the benchmark source of news, insights, and analysis for the industry's top firms and legal professionals. Over 120 ALM journalists, entrenched in the communities they cover, support the largest network of brands and face-to-face events tailored to the needs of the legal community.

Through 20 media brands we deliver unmatched insights and resources to 1.58 million monthly visitors to our sites, 414,000 readers of our print publications, and 722,000 newsletter subscribers.

Contact us: marketingsolutions@alm.com