



## LawGeex increased their conversions by 30%

Lawgeex is an AI powered legal SaaS solution for businesses, used to review and approve incoming contracts. It streamlines work process and automates the time-consuming task of reviewing everyday contracts. As a B2B company, Lawgeex decided to use LinkedIn to reach their target audience of legal professionals.

The acquisition campaign was successful in generating quality leads and kept a steady 3% conversion rate. However, their remarketing campaign proved ineffective and disappointing.

### Enter Fixel

Staying with LinkedIn as an advertising platform, Lawgeex used Fixel to generate audiences based on website engagement levels and targeted their most engaged audiences.

As a result, the remarketing campaign went from being unviable to actually increasing conversions by 30%, generating 332 conversions over the test period,

### Method:

Targeting Fixel-High Audiences in LinkedIn remarketing.

### Conclusions:

LinkedIn  ads

30%

Increase in Conversions

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**"With Fixel, remarketing became a viable, lucrative option for us."**

*Aron Skversky, LawGeex, Director of Acquisition*



[www.fixel.ai](http://www.fixel.ai)