Response Time Emerges as a Key Factor in Mass Tort Lead Qualification

Which Contact and Response Signals Predict Mass Tort Lead Quality?

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Data on how quickly law firms respond to online leads highlights one factor that can affect whether a mass tort lead progresses through qualification: how quickly the claimant can be reached after submitting an inquiry. Drive Digital Advertising LLC, a St. Clair Shores, Michigan-based mass tort case acquisition company, says the finding has direct implications for plaintiff firms actively building mass tort dockets, particularly those evaluating mass tort lead generation companies as case acquisition partners.

Responsiveness Data Reveals a Wide Industry Gap

The American Bar Association cites the 2007 MIT Lead Response Management Study of web-generated sales leads that reported a substantial decline in the odds of contact and qualification when calls were made at 30 minutes rather than five minutes. The study did not specifically examine law firms or mass tort claimants.

In a secret-shopper study conducted for Clio’s 2024 Legal Trends Report, a third-party research company contacted 500 U.S. law firms by email and phone with a client inquiry. Only 33% responded to the email inquiries, and only 40% answered the phone calls.

"When a claimant sits without a callback for even a few hours, that interest often goes to whichever firm reaches out sooner," said Luke Hyde, co-owner of Drive Digital Advertising LLC. "In mass tort case acquisition, response speed isn't a courtesy. It's a qualification factor."

Contact and Consent Details Determine Whether a Lead Can Be Used

Beyond response speed, contact accuracy and documented consent affect whether a lead can move through intake at all. TCPA requirements also make consent documentation an important part of lead intake. For certain telemarketing calls and text messages, applicable rules require specific forms of prior consent, depending on the communication method and circumstances. A claimant without adequate consent documentation may not be eligible for certain follow-up communications, even if the phone number itself is valid.

"We built our process around the parts of intake a law firm can't see from the outside, whether a number connects, whether consent is documented correctly, and whether a claimant is still reachable by the time a firm gets the file," Hyde said. "That is the difference between a lead and a signed retainer."

Why the Gap Matters for Mass Tort Case Acquisition

Response time can be particularly relevant in mass tort case acquisition, where firms evaluate inquiries against specific exposure, diagnosis, and eligibility criteria. A delayed response can make it harder to reach a claimant and complete the intake process, while incomplete contact or consent information can create additional barriers. For firms working with mass tort attorney leads, reviewing response time

alongside contact accuracy, consent documentation, and qualification results can provide a clearer picture of lead and intake performance.

How the Company Applies These Signals

The company generates leads in-house rather than buying them from a third-party broker, and every claimant goes through a vetting process before delivery. The company gives client firms a 14-day window to review each signed retainer and replaces any case that does not meet a firm's criteria at no additional charge. The process gives client firms defined review terms while allowing them to evaluate delivered cases against their own criteria.

What Plaintiff Firms Should Do Before Signing a Vendor Agreement

Plaintiff firms building an active mass tort docket can request a walkthrough of Drive Digital Advertising LLC's mass tort intake services before committing to a case acquisition partner. They can also ask how the company tracks response times, documents consent, and measures qualification throughout the intake process.

About Drive Digital Advertising LLC

Co-owned by Luke Hyde and Alex Schlinsky, Drive Digital Advertising LLC is a mass tort lead generation company based in St. Clair Shores, Michigan. The company runs exclusive, TCPA-compliant lead generation campaigns and delivers signed retainers, rather than raw leads, to plaintiff law firms building active mass tort dockets nationwide.

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