How Litigation Progress and Cost Shape Mass Tort Docket Selection

Can a Single Case Acquisition Partner Handle Multiple Mass Torts?

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Drive Digital Advertising LLC, a legal case acquisition company serving mass tort plaintiff firms nationwide, is outlining the litigation-maturity and cost criteria firms should weigh before committing acquisition budget to any one of them.

Why Does the Growing MDL Count Matter for Docket Selection?

The Judicial Panel on Multidistrict Litigation (JPML) publishes reports on pending multidistrict litigation, providing information about active proceedings across federal courts. Firms evaluating a potential campaign can review litigation status alongside claimant eligibility, likely acquisition costs, and the resources needed to manage intake. Under 28 U.S.C. § 1407, the JPML may transfer federal civil actions for coordinated or consolidated pretrial proceedings when they share common questions of fact and centralization would serve the convenience of parties and witnesses and promote the just and efficient conduct of the cases.

"Firms often assume every new mass tort is worth a budget line, but the litigation itself tells a firm when a docket is ready," said Luke Hyde, founder of Drive Digital Advertising LLC. "We look at the same signals the federal courts use before recommending a client add a docket to a campaign."

How Does the Company Apply One Standard Across Every Docket?

Founded in 2019 and based in St. Clair Shores, Michigan, Drive Digital Advertising LLC currently runs exclusive campaigns across eight active case types, including Roundup, motor vehicle accident, and institutional abuse claims, building firms' dockets of mass tort signed retainers rather than unqualified leads. The company's mass tort intake services apply separate screening criteria to each docket, and every campaign carries a 14-day case review period, with replacement at no additional charge, regardless of which tort is involved.

"A firm shouldn't have to guess at when to fund a new docket," Hyde said. "That decision holds up the same way our review and replacement policy does, whether the case type is Roundup or one just beginning to move toward consolidation."

What Should Firms Weigh Before Buying Cases in a New Docket?

Cost per signed retainer typically carries fewer benchmarks in an emerging docket than in an established one, since claimant demand and litigation timelines are less confirmed before centralization. Firms weighing whether to buy mass tort cases in a docket that has not yet reached MDL status face a different risk profile than firms adding a tort already in coordinated proceedings, and acquisition pricing should reflect that difference rather than a flat rate across dockets.

The JPML's active docket count has grown steadily in recent years as new product liability, environmental, and abuse-related litigation reaches federal court, giving plaintiff firms a wider set of dockets to evaluate each year. That growth increases the number of decisions a firm's leadership makes about where acquisition budget goes next, and firms that treat every emerging tort the same way risk funding campaigns before claimant interest converts into signed cases.

How Can Firms Request a Docket Evaluation?

Firms ready to evaluate a specific docket can contact Drive Digital Advertising LLC's acquisition team, rather than wait for the litigation to decide for them. This legal case acquisition company manages exclusive campaigns across multiple active dockets. It extends that same standard, screening criteria, exclusivity, and acquisition legal services pricing to any new tort under consideration.

About Drive Digital Advertising LLC

Founded in 2019 and headquartered in St. Clair Shores, Michigan, the company provides mass tort case acquisition services to plaintiff law firms nationwide. It manages exclusive, in-house digital campaigns across active dockets that currently include Roundup, institutional abuse, and motor vehicle accident claims, delivering fully executed, signed retainers backed by a 14-day case review period.

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