

LEGALZOOM KEEPS ITS SITE CUSTOMER-CENTERED WITH REAL-TIME PERSONALIZATION



LegalZoom is a trusted online platform, helping businesses and families protect what matters most. Since its launch in 2001, the company has helped over 4 million people manage their legal needs. Driven by the belief that access to legal help is a fundamental right, LegalZoom remains the principal innovative force in the legal industry. Offering helpful tools and convenient access to attorneys, LegalZoom is the go-to resource for modern legal solutions.

LegalZoom has invested heavily in its content marketing strategy to provide the right type of information to those seeking legal help online. The company strives to keep visitors engaged on the LegalZoom site by providing information and education through its extensive and varied library of legal articles.



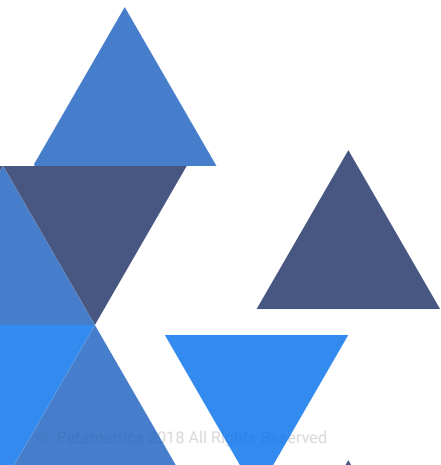
TAKING USER EXPERIENCE UP A NOTCH

LegalZoom SEO team's challenge was to not only get visitors to the site, but also engaged with their educational content and consuming more articles. LegalZoom wanted to create a better customer experience, where customers would find valuable content personalized to their individual experience.

Initially the team tagged each content piece manually, which was labor intense and an ineffective solution to providing a truly personalized customer experience. The team needed an automated intelligent solution to achieve their goals.

LegalZoom realized that an AI-driven solution was needed.

One of the main requirements was to find a streamlined implementation that would not require heavy engineering resources, thus allowing the team to spend time working on other facets of the site. The LegalZoom SEO team decided to test LiftIgniter.



THE RESULTS SPEAK FOR THEMSELVES

LiftIgniter seamlessly integrates with their clients' websites without requiring specifically formatted feeds. Through a simple implementation of code on client sites, LiftIgniter's beacon is installed and starts collecting recommendations within a few hours. Through machine-learning technology, LiftIgniter recommends articles to users in real-time that are personalized to their needs after just a couple of clicks. The result is a more engaging customer experience that keeps customers on the site, rather than seeking answers to their legal questions elsewhere.

LiftIgniter's solution was perfectly tailored to our needs at LegalZoom. We were looking for a way to improve our customer experience by increasing engagement on our site and LiftIgniter did just that. It was easy to implement and delivers impressive results.

- Christian Neeser, Director SEO [LegalZoom.com](https://www.legalzoom.com)

Using LiftIgniter's technology, LegalZoom saw a 19.3% increase in its conversion ratio and a 19.2% increase in revenue per visitor. Beyond the numbers, LiftIgniter has proven to be a great partner to LegalZoom, who sees machine learning and AI-driven solutions as a big part of its future.