

**SYNTHETIC STRESS TESTING FOR LAW
FIRMS**

**Save thousands.
Stress test your
pitch before you
spend budget**



What it is

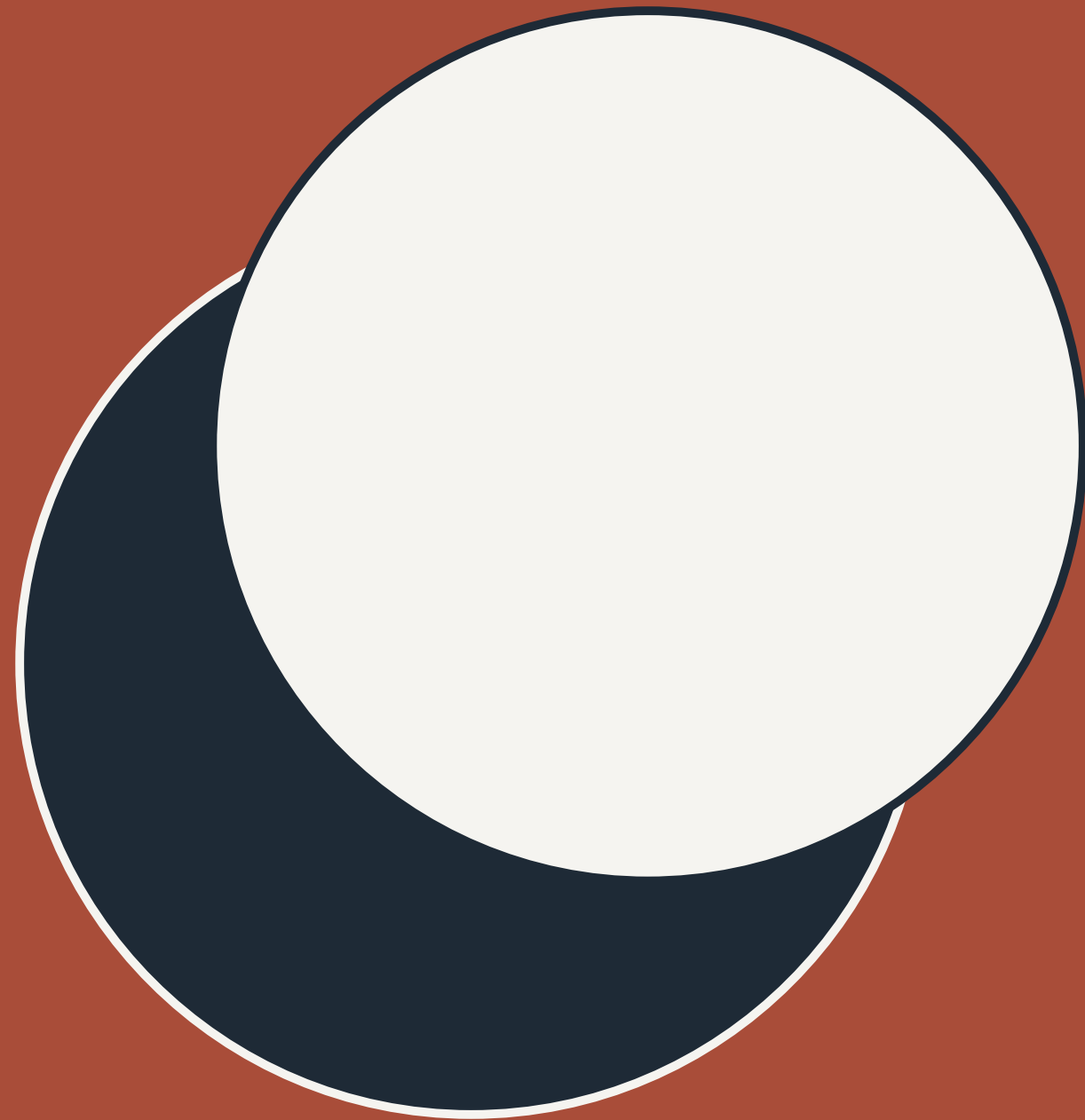
Synthetic stress testing is an AI-driven approach designed to evaluate products, services, and messaging before launch.

By simulating real-world scenarios and gathering insights from diverse audience responses, this methodology helps law firms to identify strengths and weaknesses in their strategies.

Why it Works

This methodology comes from validated academic research published in a study of thousands of human responses across dozens of consumer surveys. The critical finding: when personas are built from real operational data, actual circumstances, and specific concerns, accuracy jumps dramatically.

As a result, this methodology leads to improved outcomes and insight-driven decision-making, allowing law firms to craft compelling pitches that resonate with the people they're trying to reach.



A nine-step process for effective testing

A straightforward approach to ensure accurate insights, including data collection, persona analysis, messaging, and validation.

What you get

Top objections across personas

Understand how different personas perceive your offerings, enabling you to address key concerns directly and enhance engagement strategies.

Key persuasion drivers

Identify the most effective persuasion tactics tailored to each persona, maximising your messaging impact in campaigns and outreach efforts.

Specific messaging recommendations

Receive tailored guidance on messaging strategies to resonate with target audiences.



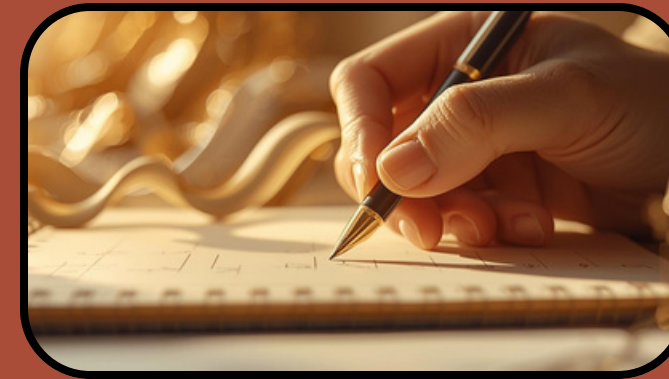
AI training

Test reactions before implementing changes.



Book-building

Stress-test sectors and offers ahead of time.



New services

Gauge how clients perceive new offerings.



Pricing models

Explore reactions to various fee structures.



Major campaigns

Test messaging on key target audiences.

Build your best campaign

Before committing your budget, use synthetic stress testing to develop, iterate and finalise messaging and strategy. Gain critical insights into audience reactions and enhance your campaign's effectiveness, ensuring you invest wisely and achieve maximum impact.



Privacy and security

Anonymised information

No client names, matter details or PII required. We don't need access to any of your files.

GDPR compliant

All processing is GDPR compliant using enterprise grade security LLMs that also don't train on your data

IT and risk and compliance

Recommend IT and R&C teams are involved in discussions from the outset

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