

THE  
**FIGHT**  
FOR FAIRNESS

THE STORY OF PARABLE &  
NATIONWIDE FARMER DISCRIMINATION



# THE STORY OF PARABLE & NATIONWIDE FARMER DISCRIMINATION

Parable faced off in a head-to-head competition against a legal-focused marketing firm to acquire clients in a nationwide farmer discrimination program. We not only delivered superior results but also generated the most clients across all platforms - resulting in the largest group of clients nationwide.







## HARVESTING QUALITY LEADS

The claimants in this program were minority farmers who had been discriminated against by the USDA loan program. The federal government approved \$2 billion in restitution to these farmers if they could prove discrimination.

**Parable developed a data-driven media plan to successfully reach these individuals.** We began by immersing ourselves in data and research of USDA loan statistics to help us identify the target geographies most likely to be qualified claimants.

With that data and research complete, we examined media consumption habits to find the platforms where we would find our target audience. Finally, we used our national consumer database of every adult American to deliver ads to specific populations based on occupation, age, demographics, and other proprietary information.







## QUALITY OVER QUANTITY

Our campaign reached our targeted audience of individuals online over 90 days with compelling creative that emphasized the urgency of the issue and pushed them to a website to sign up.

Once those leads were qualified, a retainer agreement was sent.

**Our campaign did not focus solely on generating leads alone but generating quality leads of individuals who would become retained clients for the law firm.**

**This quality helped keep the intake process as efficient as possible and made sure the client was only focused on closing qualified cases.**



## REAPING WHAT WAS SOWED

At the end of our campaign, 46% of the leads were converted into retainers. That generated over 2,000 clients retained at a cost of \$185 per signed contract.

Given the program value, the client's return on ad spend was 200-500%.

**Parable's data-driven approach delivers actionable analytics that, when combined with our targeting, messaging, and optimizations, results in ROIs that far exceed the other marketing firm in the head-to-head test.**







## A FINAL LOOK BACK

Many advertising firms focus on one strategy such as search engine optimization or TV ads. Today's crowded media landscape requires an omnichannel approach driven by data, not a one-size-fits-all media strategy.

**Parable's omnichannel approach creates meaningful engagement with real people through 1:1 conversations with any American, wherever their ears and eyes may be.** To identify these farmer clients, we executed over a dozen different media strategies in multiple languages. That complexity allowed us to acquire customers from multiple channels, then optimize for the best-performing channel. During the campaign, we actively adjust media strategies and reallocate budgets based on performance.





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