



**AMEX OFFERS**



# Advertiser Case Study: Amex Offers x Rocket Lawyer

## The Challenge

With the cost and complexity of legal issues on the rise, Rocket Lawyer is on a mission to make legal help affordable and simple for everyone. Their key business goals include **attracting new customers** and **increasing brand awareness**.

## The Solution

Rocket Lawyer partnered with American Express to offer Card Members **30% back on purchases, up to \$100**. The Amex Offers campaign delivered both brand awareness and new member growth at the right return on investment.

Case studies shown for illustrative purposes only. Individual results will vary.



Being featured as an Amex Offer increases our brand recognition among Amex cardholders and allows us to cost-effectively acquire new customers.



## The Impact

**22:1**

Return on investment<sup>1</sup>

**43%**

of redeemers were new Amex shoppers<sup>2</sup>

**\$381K+**

Added media value<sup>3</sup>

<sup>1</sup> Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2023

<sup>2</sup> New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer

<sup>3</sup> Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express. For more information visit [sondermedia.com](https://sondermedia.com)