

## Vuture

# Turning Marketing Technology into Meaningful Clients Relationships

Effective marketing has always been a defining factor for business prosperity, and with continuing technology innovation combined with a significant rise in market competition, this has never been more true. For the legal industry, whose intellectual capital is, in fact, its marketable commodity as opposed to any tangible product, the battle is much tougher. Vuture, a global leader in marketing technology, enters the picture as a solution provider that helps legal firms build deeper client connections and relationships through the execution of effective marketing initiatives. Vuture stimulates business growth by enabling their clients to establish the right lines of communication at the right time using the latest technology and the tightest data protection protocols across channels.

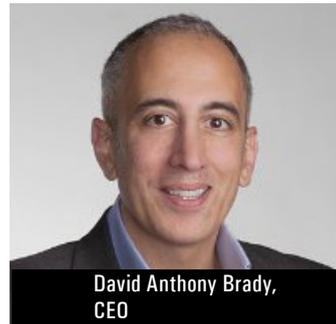
With its attention on providing refined services, Vuture caters to a global clientele of highly regulated law firms with its tailored, automated marketing engine. David Anthony Brady, CEO of Vuture, states, “To hold true to our commitment to provide one-to-one marketing capabilities to legal firms, we built a global infrastructure in the early stages of our development utilizing efficient technologies and our passion for customer service.” By automating this critical business operation, the company reduces the effort of marketing teams, making them operationally more efficient. This also translates into more business opportunities for fee earners whilst allowing key personnel, such as CMOs, to concentrate on fine-tuning their marketing strategies instead of spending time on CRM or writing campaigns. Vuture also designs technology to monitor data utilization within the content distribution. Owing to the sensitive nature of data housed by its clientele, the company adds a comprehensive security layer that envelopes the entire

process of automation. Brady explains, “Vuture has some of the most secure technology and systems, which provides high degrees of privacy for our legal clients, ensuring protected and secure communication.”

This extends to the EU’s forthcoming General Data Protection Regulation (GDPR), an extensive overhaul of the European Union’s data protection laws that will have a global impact on how organizations handle and analyze data. As a technology provider that deals with the personal data of individuals, Vuture is supporting its users on their journeys to compliance with the GDPR’s key principles, streamlining the process using technology, resources, and close collaboration without taking the focus away from core business endeavors.

The company has designed its marketing engine with a single platform approach, encompassing a set of modules integrated with CRM as well as an impressive tracking and reporting system accessible through intuitive and highly customizable dashboards. The modules—which cover a range of underlying operations such as emails, events, and RSVP tracking—enable law firms to feed data straight into their websites. Leveraging these modules, firms can drill deep into their data to identify cellular-level attributes, which are essential for building client intimacy.

Considering the complexity of a modern law firm’s needs, Vuture offers open APIs to ensure easy integration of its platform with other products in the market. This encourages high marketing performance by improving the quality of interactions between a law firm and its clients in the digital space across multi-channels. The company rolls out a new product release every quarter with enhancements based on client feedback and market research. Drawing from one of



David Anthony Brady,  
 CEO

its research findings, Vuture is currently investing heavily in bolstering its mobile and social media capabilities.

With an impressive clientele comprising of some of the most prestigious law firms in the world, including half the Amlaw top 200, Brady describes the case of one client that used Vuture to enhance its marketing initiatives across an expanse covering approximately 140 countries. Vuture built a marketing backbone for the client by developing market-relevant guidelines, while its flexible platform helped the client unify thousands of users across its target markets, enabling both a centralized and localized approach to the firm’s marketing and business development operations.

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Brady points out that legal as an industry has been a relatively conservative space, with slower technology adoption over the last decade compared to other sectors. This is partly due to the sensitive information that is communicated within the sector and the fact that legal is one of the most highly regulated industries in the world. It is also driven by the highly pragmatic nature of decision-makers in the sector.

However, in a technology environment that is fast moving with new technology trends and options emerging all the time, this slower pace of adoption, may in fact become a competitive advantage allowing legal firms to choose the very best technologies once the fads and failed innovations have faded away. With an aim to enhance the future of the legal industry, Brady concludes, “Our aim is to consistently give clients the very best technology allowing them to develop deeper client relationships through the power of automation and personalization, without sacrificing intimacy.” **CA**

## Top 25 Legal Technology Solution Providers - 2017

With seemingly limitless data on hordes of rules, regulations, profile documentations, and more, the sector had been burdened due to excessive manual penetration in operations and lack of appropriate digital solutions as competing alternatives. This has made imperative for law firms to look for IT solutions that can assist them in effectively transitioning their complex operations onto the digital domain. Using technologies like AI, machine learning, cloud, and more, legal technology solutions have revolutionized the legal market in applications such as practice management, document storage, billing, accounting, legal search, and eDiscovery. Even third-party private firms or consultants are using such software solutions to directly aid law organizations in managing all their in-house and external operations under integrated workflows. Infusion of databased analytics and artificial intelligence has further augmented the legal tech solutions, giving the necessary boost to the dream of a much more efficient legal system worldwide. Realizing the potential, law firms and legal consultants have been investing in automating their numerous processes and offering a seamless experience to their clients.

To outline a much more detailed perspective on the transformation that has been happening in the legal industry and to assist law firms in choosing the best vendors of the domain, we bring a compilation of ‘Top 25 Legal Technology Solution Providers 2017.’ Our esteemed panel of editors, researchers, and industry experts have diligently curated a list of the most promising software vendors that address the prime challenges in the legal domain and deliver innovative solutions that can take the businesses to the next step in technological evolution.



**Company:**

Vuture

**Description:**

Enables legal firms build deeper client connections while ensuring a comprehensive security cover to protect client IP

**Key Person:**

David Anthony Brady  
 CEO

**Website:**

vutu.re