



**mondaq**

# 2025 Law Firm Data Landscape Report



We are pleased to present Mondaq's inaugural **Law Firm Data Landscape Report**—a review of how data is shaping the future of Business Development and Marketing within law firms.

Over recent years, we've seen a clear shift: LMBD teams are increasingly prioritising the use of data to drive automation, guide content strategy, and deliver measurable value. Mondaq has supported this evolution through our unique data capabilities and industry-wide perspective.

To capture the current state of data strategy, implementation, and analytics in legal MBD, we conducted a targeted survey of law firm professionals. This report brings together the insights from that survey and offers a detailed look at the opportunities and challenges ahead.

## Key Findings:



**Data is now a strategic priority**—and its importance is expected to grow over the next 12 months, driven by increased awareness of its value and the momentum of AI adoption.



**Investment in technology is rising**, but budget growth is unlikely to match the pace of demand. Notably, spending is skewed more toward tools than personnel.



**While firms aspire to generate actionable insights**, most are still in the early stages of data strategy and execution.



**Top challenges** include limited budgets, data quality concerns, and a lack of internal expertise.



**Vendor shifts are on the horizon**—nearly 25% of respondents plan to change or expand their data provider relationships in the coming year.

These findings underscore a significant opportunity: firms recognize the power of data, but face practical hurdles in realizing its full potential. Success will hinge on the adoption of strategic, user-friendly, and interoperable solutions—particularly those that minimize the need for deep technical skills.

We invite you to explore the full report for a deeper look at the data, analysis, and real-world insights shaping the legal MBD landscape today. Whether you're building your firm's data strategy or refining an existing one, the findings offer valuable benchmarks and ideas for what's to come.



**Richard Anderson**  
*Chief Product Officer*  
Mondaq

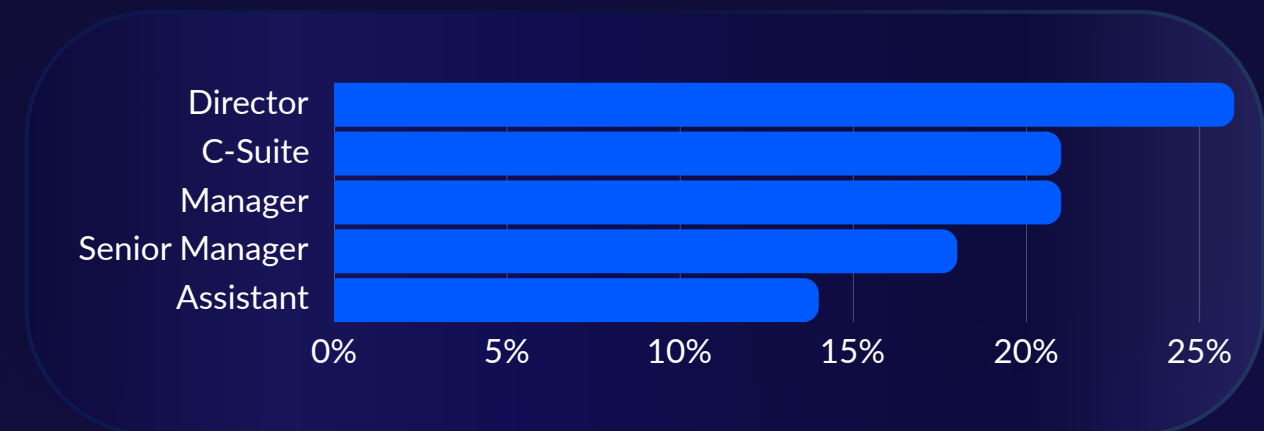


The survey responses have provided the representative view we were aiming for. We received insights from 47% of participants in senior position, including C-Suite executives (21%) and Directors (26%). The remaining responses provided excellent representation from the wider marketing and business development teams, with a significant number of Senior Managers (18%), Managers (21%) and Assistants (14%).

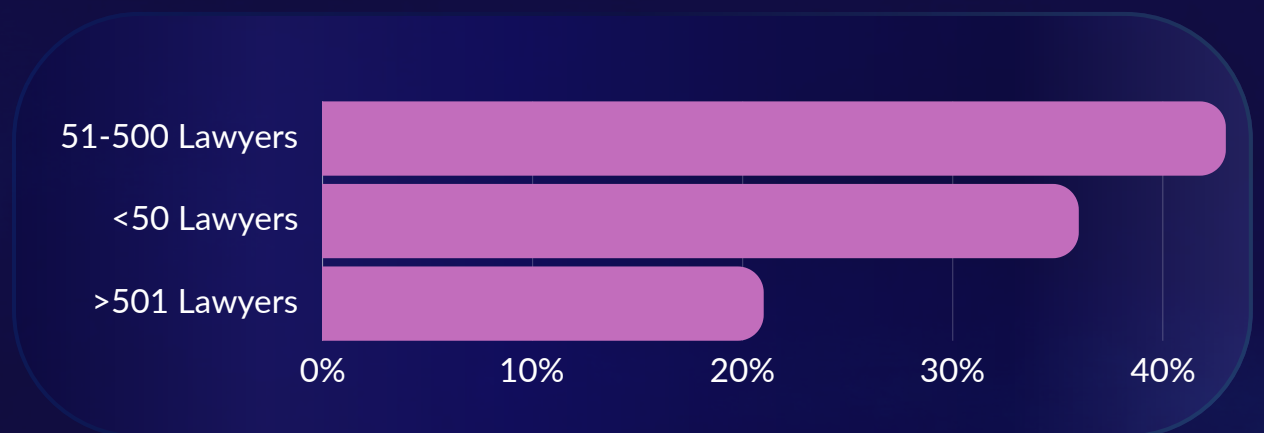
We achieved a balanced representation across firm sizes: (21%) of respondents coming from large law firms (501+ lawyers), 43% from mid-size firms (16% with 201 – 500 lawyers and 27% with 51 – 200 lawyers), and 36% from smaller firms (under 50 lawyers).

Geographically, the responses were well distributed, with North America (30%) and Latin America (4%), UK & Europe (22%), Asia Pacific (23%) and the Middle East & Africa (20%) all represented. This distribution provides a well-balanced view of the legal data landscape by region.

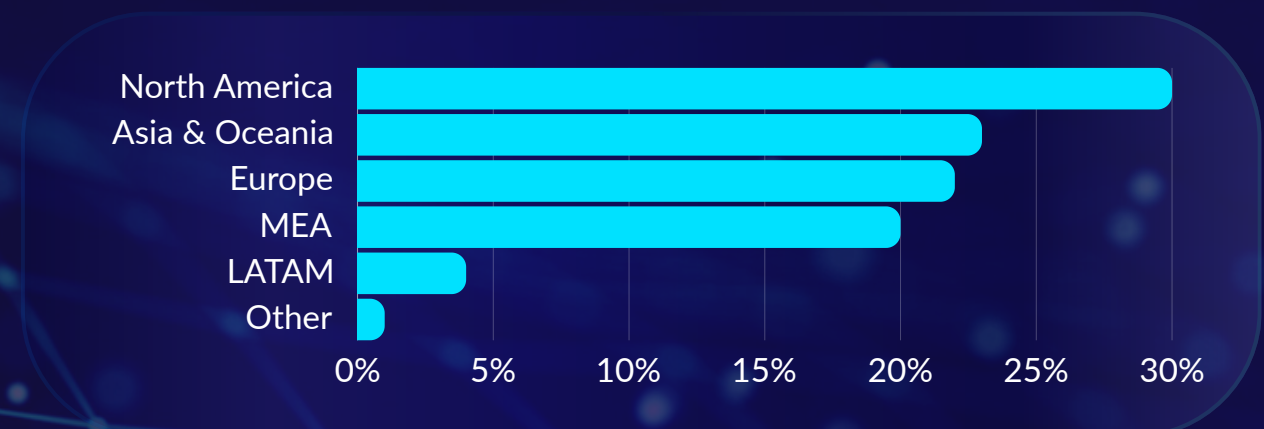
## Job Level within the Marketing & Business Development Department:



## Firm Size by Lawyer Numbers:



## Location:



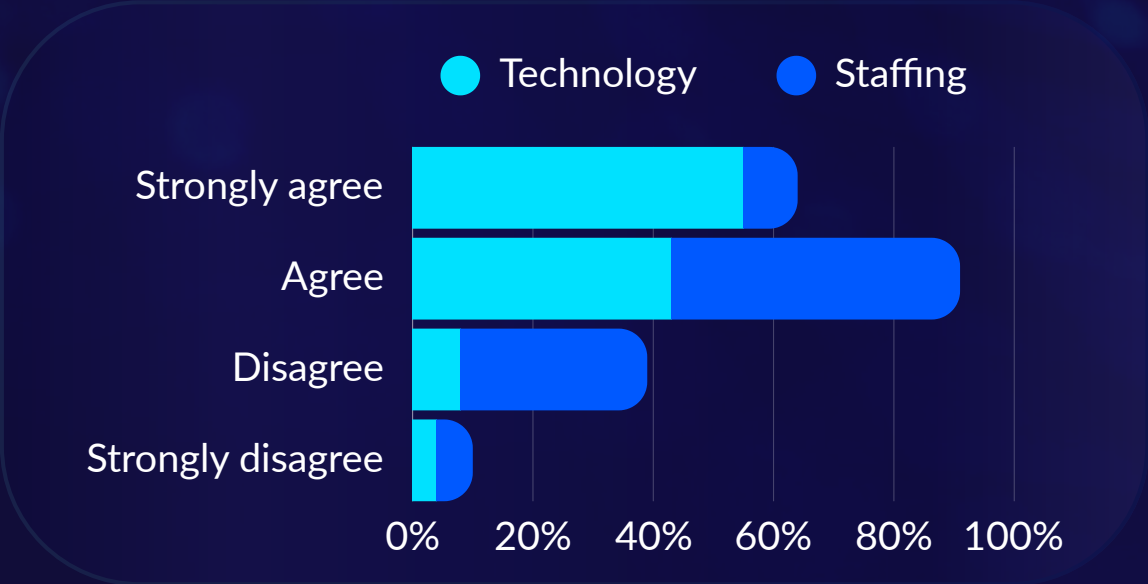
Unsurprisingly, data has emerged as a top priority within Legal Marketing and Business Development (LMBD), with 83% of respondents highlighting data as a top 3 priority. As firms increasingly recognize the critical role that data plays in driving strategic decision-making and achieving competitive advantage, the emphasis on data continues to grow. 79% of respondents acknowledge that the importance of data as a priority has increased in the last 12 months.

**83%** of respondents say data is a top priority within Legal Marketing and Business Development

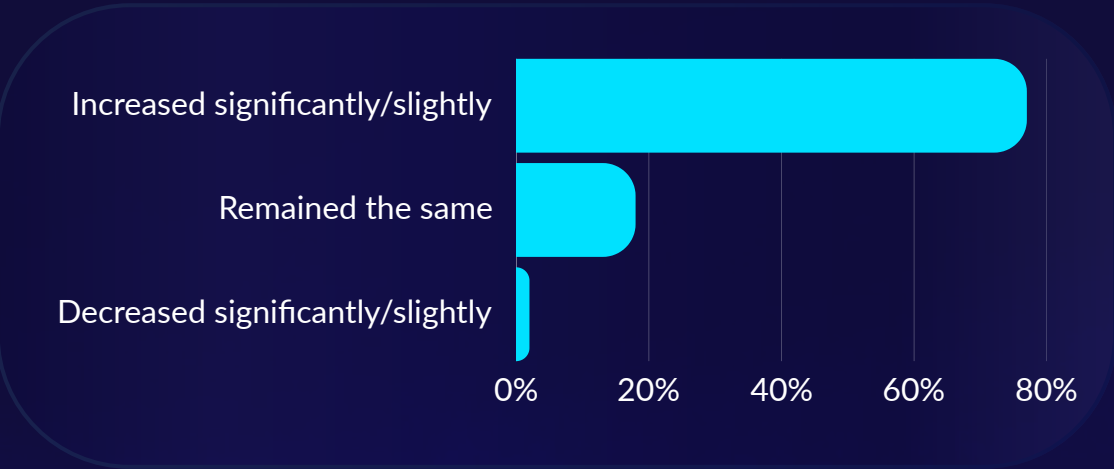
Despite the growing recognition of data’s strategic value, budget allocations are not currently keeping pace. Nearly 50% of respondents report that budgets are not increasing in line with the perceived rise in importance of data. This disparity presents a potential challenge, as firms may struggle to fully leverage data-driven opportunities without adequate financial support.

*Budgets not increasing in line with the level of increase in priority*

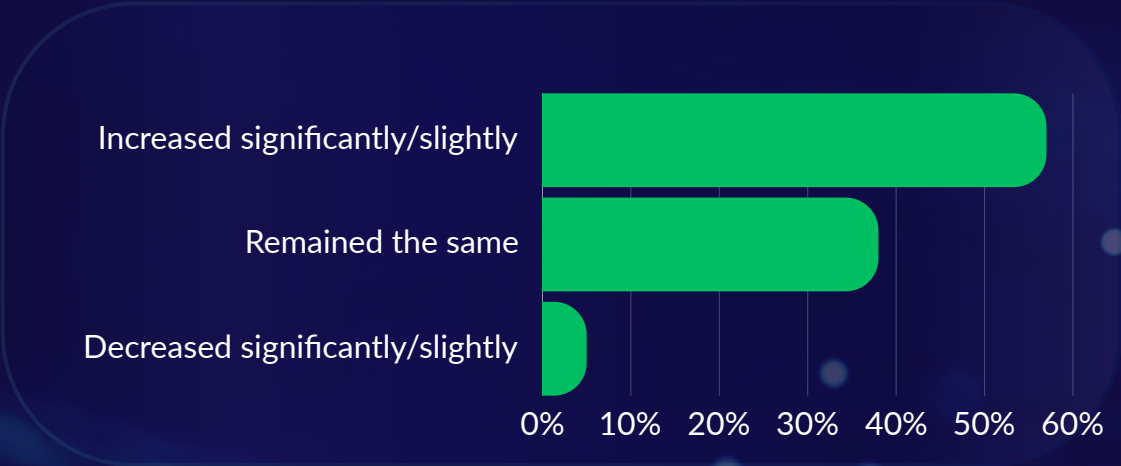
Plans for Future Investment in Data-Driven Marketing Strategies:



Over the Last 12 Months, the Importance of Data within Legal Marketing and Business Development Has:



Over the Last 12 Months, Budgets within my Firm with Regards to Data Collection, Analysis and Purchase Have:



Looking ahead to the next 12 months, the focus of data investments is expected to be primarily on technology rather than people. A significant 87% of respondents indicate that technology investments are likely to increase, while only 50% believe that investments in personnel will follow suit, with over a quarter of respondents disagreeing that investment in people will increase in the next 12 months. This data suggests the emergence of a potential skills gap within existing teams, as technology advancements may outpace the skillset within the teams to effectively utilise new tools and data insights.

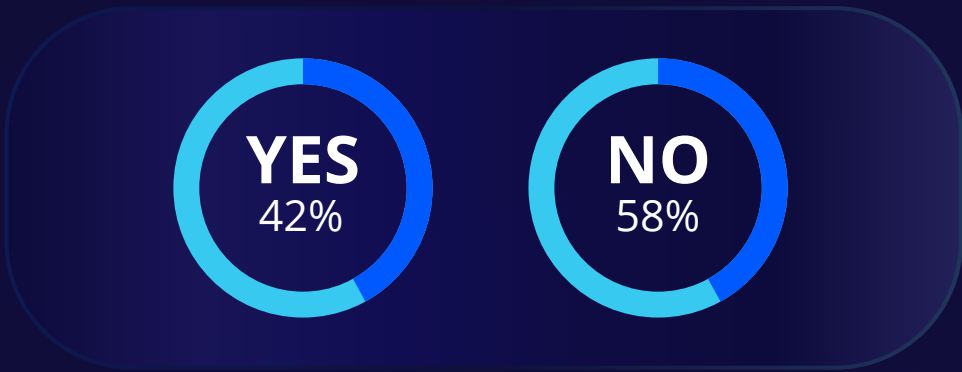
To remain competitive, legal marketing teams will need to focus on the correct technical acquisitions that allow existing staff to be efficient without significant technical upskilling.



Although 61% of firms have a defined marketing and business development data strategy, a significant 34% do not. This gap highlights a potential area for growth, as firms without a clear strategy may struggle to leverage data effectively.

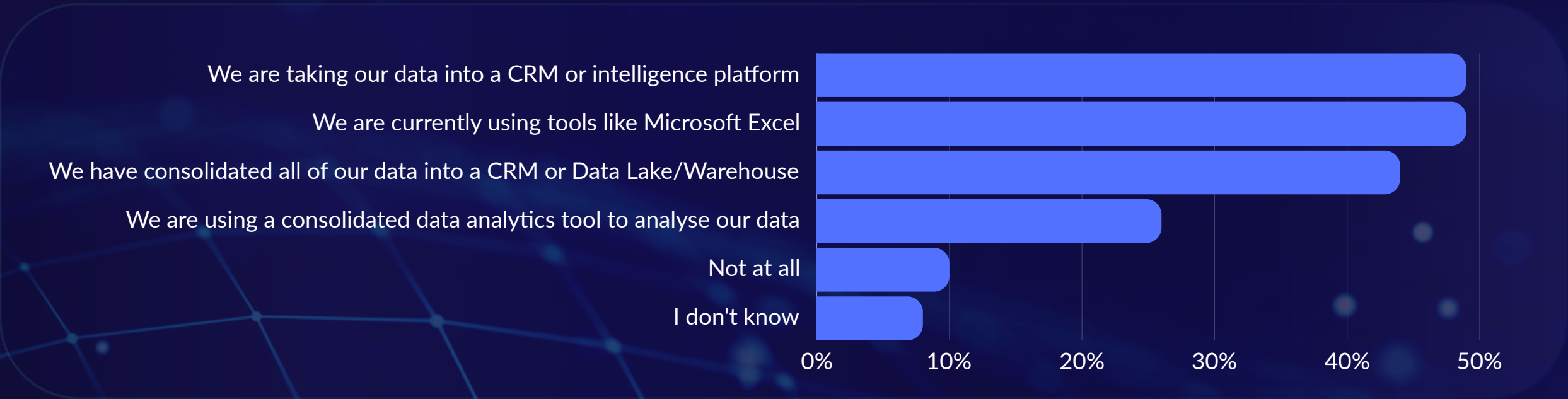
Among those utilizing data, there is a close to 50/50 split between those taking a fairly simple approach by integrating only first-party data into a CRM or data warehouse. A slightly more advanced strategy is employed by 44% of respondents, who incorporate multiple data sources (1st, 2nd and 3rd party data) into their CRM or data warehouse. In either case, there is a very clear direction of travel towards data integration and ‘one-true-source-of-data’

Our Firm Has Integrated our Marketing Data Sources into a Single Source of Truth:



*More than one-third of firms lack a marketing and business development data strategy, and fewer than half have a dedicated team for data analysis*

How is Your Team Currently Using Data to Help Deliver BD Outcomes?



DATA ANALYSIS

When it comes to data analysis, half of respondents rely on traditional tools like Microsoft Excel, indicating a preference for familiar and cost-effective solutions. However, a quarter of respondents have adopted more sophisticated data analytics tools such as Microsoft PowerBI or Tableau to derive insights from their data.

*Without dedicated data teams, firms underuse AI and miss opportunities for deeper data-driven insights*

These findings suggest that while most legal marketing teams are actively collecting and managing data, there is considerable variation in the sophistication of their data analysis practices. The reliance on Excel highlights a potential opportunity for further investment in advanced analytics capabilities to maximize data-driven decision-making as well as highlighting a potential skill-gap.

We are Utilising Data Science and Artificial Intelligence to Enhance Data Insights:



This is further supported by less than 50% of respondents having a dedicated Data Analysis and Science team or individual within their organization, leading to an under utilization of AI or Data Science capability within their division. Investing in data integration and building dedicated data analysis teams could help firms better harness their data's potential.

**>50%** of respondents have a dedicated Data Analysis & Science team within their organization



The survey responses highlight a clear desire among legal marketing professionals to extract actionable insights from their data, particularly in relation to client relationships and market performance. There is a growing emphasis on understanding how clients perceive and interact with content, as many respondents seek metrics that clearly indicate success and deliver measurable value.

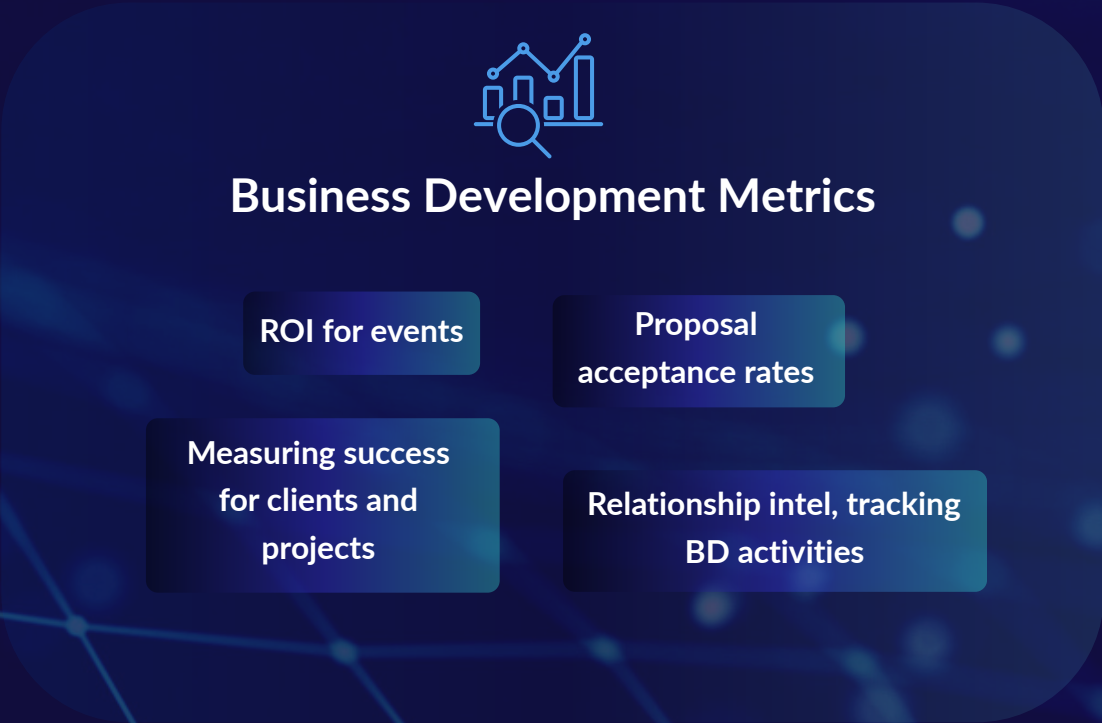
Keeping pace with market trends and tracking competitor movements also remain key areas of focus. As the legal landscape becomes increasingly competitive, professionals are keen to understand how their firms position against the competition and how market dynamics are evolving.

*Desire to understand how clients perceive and interact with content, as well as metrics that indicate success and value*

These observations suggest that while data collection is becoming more prevalent, there remains a pressing need for more sophisticated analytics that can translate raw data into meaningful and actionable intelligence.

*A need for **actionable insights** into client relationships and market performance*

Data Points Respondents Find Most Valuable/Interesting to Lawyers:





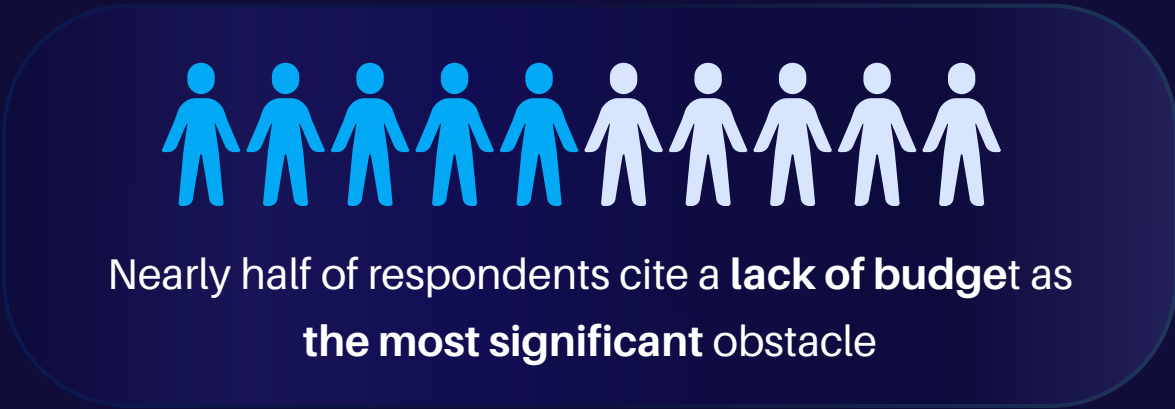
The biggest challenges faced by LMBD teams in leveraging data are predominantly related to budget constraints, data quality concerns, and skills gaps.

Nearly half of the respondents cite a lack of budget as the most significant obstacle. Concerns about data quality are also prevalent, with 41% of respondents highlighting issues related to accuracy, consistency, and reliability. Finally, a significant proportion (36%) of respondents point to a lack of required skills and capabilities within their teams, suggesting that even when data is available and budgets are in place, there may still be obstacles to effectively analysing and interpreting the information.

Top 3 Challenges Firms Encounter in Leveraging Data for Marketing:



These findings continue to support the over-arching themes of this report, in order to realise opportunities in the data space the correct investment in technology is needed whilst at the same time the potential skills gap needs to be filled through hiring or internal upskilling.



Biggest Challenges Firms Face in Leveraging Data for Marketing:



The responses from our survey reveal three core trends among vendors:



### Microsoft's Dominance

Microsoft continues to lead the market, with products like Excel, Power BI, and Dynamics forming a robust ecosystem. This trend suggests that many organizations begin with Excel and progressively move “up the product stack” within the Microsoft suite, a common journey in the LMBD landscape.

### CRM Landscape

InterAction remains the leading player in the legal CRM space, though newer vendors are increasing their presence and posing competition.

### Content Syndication Platforms

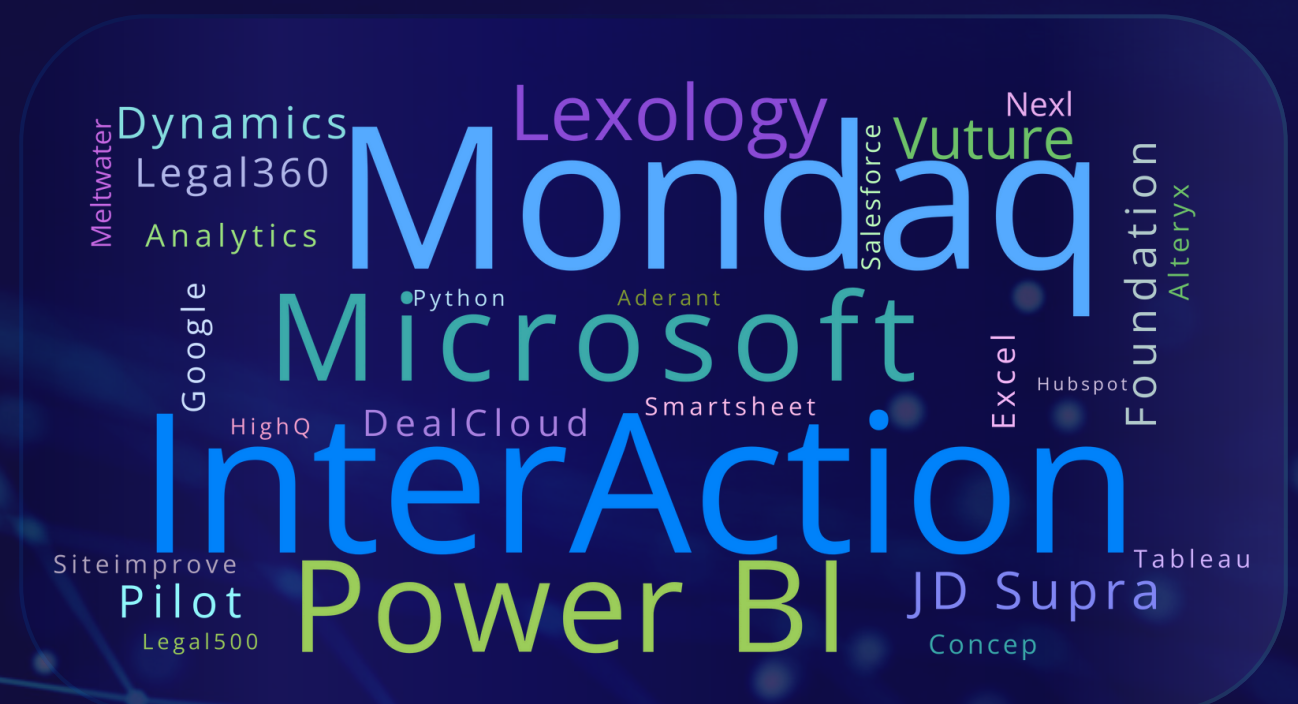
These platforms remain a reliable method for capturing unique data insights, reflecting their consistent value to users.

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*Of Firms Are Planning to Add or Switch Vendors in 2025*

Furthermore, fewer than 5% of respondents plan to switch vendors within the next 12 months, indicating strong vendor loyalty and entrenched relationships. However, 15% intend to onboard additional vendors, highlighting that while budgets may not be increasing in proportion to priorities, there is a clear demand for solutions that deliver data and data platforms with minimal technical complexity.

### Data Vendors and Tools Used by Respondents:







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