



BTI Benchmarking Law Firm LinkedIn Performance 2025

Methodology and Approach

Unleash the Power of LinkedIn

Our Methodology and Approach



Meticulously examined and mined data from more than 200 law firms in each of the last 2 years

Calculated performance on 18 different metrics to uncover performance insights



Used data ending in Q4 2024 and the same time period in 2023





Singled out 9 metrics delivering the most compelling insights



Developed key benchmarks for these 9 metrics



Identified the law firms performing best and ranked performance levels for more than 200 firms



Uncovered insights into the best performances



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