



BTI Benchmarking Law Firm LinkedIn Performance 2025

Methodology and Approach

Our Methodology and Approach



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



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



Calculated performance on 18 different metrics to uncover performance insights



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