

Motor Vehicle Accident Case Acquisition with Exclusive Police Report Data Strategy and AI-Driven DPPA Compliance

Mohr Marketing, LLC, a leader in B2B client acquisition for legal professionals, officially announces the launch of its groundbreaking Police Report-Backed MVA Case Acquisition Program.



THE LEGAL LEAD CRISIS

DIGITAL NOISE & PHANTOM CLAIMANTS

- ✗ UNVERIFIED DATA
- ✗ BOT-FILLED FORMS
- ✗ DRAIN YOUR TEAM

THE MOHR MODEL: POLICE-VERIFIED MVA CASES

-  OFFICIAL POLICE DATA
-  PROPRIETARY TECH STACK (SCAMMER SCRUB)
-  HIGH-VALUE FILTERING (COMMERCIAL & CATASTROPHIC)

ELITE PRACTITIONERS ONLY:
SECURE YOUR TERRITORY & STOP CHASING. START LITIGATING.

"OUR GOAL ISN'T JUST LEADS—IT'S THE FOUNDATION OF A WINNING CASE."

MOHR MARKETING

Allentown, Pennsylvania Mar 2, 2026 ([IssueWire.com](https://www.issuewire.com)) - Mohr Marketing, LLC, a leader in B2B client acquisition for legal professionals, officially announces the launch of its groundbreaking [Police Report-Backed MVA Case Acquisition Program](#). This innovative strategy leverages direct access to official law enforcement data to provide personal injury law firms with a high-substance, first-mover advantage in the highly competitive motor vehicle accident (MVA) market. By moving the point of engagement to the source of the incident, Mohr Marketing is shifting the paradigm of [legal marketing](#) from reactive digital searches to proactive, data-verified outreach.

Bridging the Gap Between Incident and Intake

In the traditional digital marketing landscape, law firms often find themselves competing for "recycled" leads—potential clients who have already been contacted by multiple vendors or who have entered the ecosystem weeks after an accident. Mohr Marketing's new initiative solves this "speed-to-lead" crisis by extracting data directly from official police reports nationwide through a strategic partnership with a law enforcement-owned agency.

"Our process is built on the reality that the first 72 hours after an accident are the most critical for a claimant seeking legal guidance," said Ed Mohr, President of Mohr Marketing, LLC. "By sourcing data directly from law enforcement reports, we identify high-intent inquiries within 24 to 72 hours of the event,

ensuring our attorney clients are the first to offer professional support".

The Intelligence Engine: AI WebTracker® and DPPA-Compliant Data

The Police Report Strategy is supported by a sophisticated technology stack designed to maximize ROI and conversion rates while maintaining strict federal standards.

Key components include:

- **Law Enforcement Data Integration:** Sourcing MVA data directly from police reports provides a verified foundation for all marketing outreach.
- **DPPA (Driver's Privacy Protection Act) Compliance:** All data acquisition and outreach protocols are strictly DPPA compliant. This ensures that all information sourced from official law enforcement records is handled according to federal privacy standards, providing a secure and ethical framework for attorney outreach.
- **AI WebTracker® Lead Generation:** This proprietary technology identifies active website users seeking legal assistance following a car accident, synchronizing digital behavior with physical incident data.
- **Behavioral Targeting and Geofencing:** Mohr Marketing utilizes geofencing around hospitals, emergency care centers, and courthouses to display personalized offers to those in immediate need.
- **Dynamic Re-engagement:** Through behavioral targeting of individuals searching for collision repairs, insurance claims, or medical supplies, the firm boasts a 15% to 30% increase in conversion over standard marketing methods.

A New Standard for Legal and Regulatory Compliance

Understanding the rigorous ethical mandates of the legal industry, Mohr Marketing has built its program on a foundation of "Highest Level Compliance". Beyond identification, Mohr Marketing provides detailed user profiles derived from first-party, opt-in contacts verified through the Artificial Intelligence Platform (AIP).

Unlike standard lead generation companies, Mohr Marketing operates under a Joint Advertising framework. This structure ensures that:

- **Regulatory Adherence:** All data sourcing is conducted in strict accordance with the Driver's Privacy Protection Act (DPPA) and state-specific privacy statutes.
- **Separate Entities:** Mohr Marketing handles media strategy, while Legal Support Cases, Inc. provides dedicated inquiry handling and administrative document support.
- **No "Buying" Leads:** In accordance with Bar Association mandates, fees are paid strictly for media inventory and administrative labor, not for the referral or purchase of signed cases.
- **Total Transparency:** Every inquiry is backed by Jornaya or TrustedForm certificates, and all calls are recorded and provided to the attorney.

Proprietary Verification: Scammer Scrub™ and IDology

To protect law firms from the rising tide of lead fraud and "lawsuit mills," Mohr Marketing integrates elite verification protocols into every intake.

- **Scammer Scrub™:** Every claimant file is scrubbed via this cloud-based defense against serial

plaintiffs.

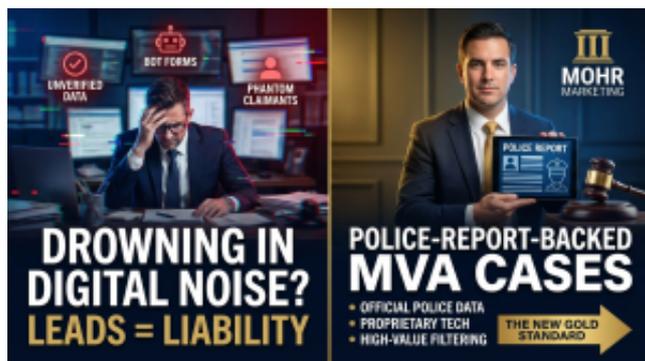
- IDology: An AI-driven "Know Your Lead" (KYL) protocol that emulates the identity verification requirements the SEC places on financial institutions.

"By combining verified, DPPA-compliant law enforcement data with AI synchronization, we do all the heavy lifting for the firm, eliminating wasted media spend and unqualified leads," added Ed Mohr.

About Mohr Marketing, LLC Based in Allentown, PA, Mohr Marketing, LLC is a legal marketing agency specializing in high-intent client acquisition for Personal Injury and Mass Tort litigation. The firm delivers a "Client Ready for Legal Review," providing fully processed inquiry packets that include executed attorney retainers, HIPAA/HITECH forms, and federal/state IDs through a compliant Joint Advertising framework.

About Legal Support Cases, Inc. Legal Support Cases, Inc. serves as the administrative backbone of the acquisition process, providing 24/7 bilingual intake services and document handling from centers in New York and North Carolina.

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