# 2024 Survey

## The Impact of Legal Analytics

Lex Machina

Our 2024 Legal Analytics Survey and Methodology

The survey was conducted in January 2024 with an email sent to U.S. litigators, librarians, and legal business professionals at law firms of varying sizes. The survey received responses from 358 individuals between January 8 to January 16, 2024. All responses were aggregated anonymously and are not traceable to a single law firm or respondent.

Legal Analytics Is Table Stakes For Litigation

70%

68%
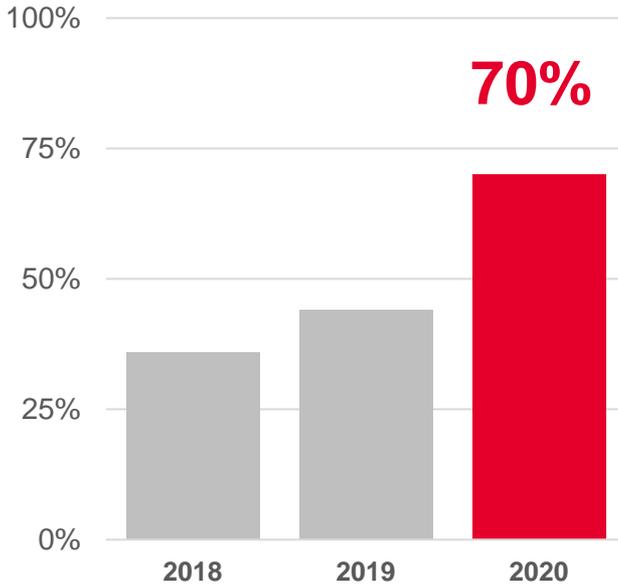
70% of legal professionals at **large law firms** were using Legal Analytics by 2020
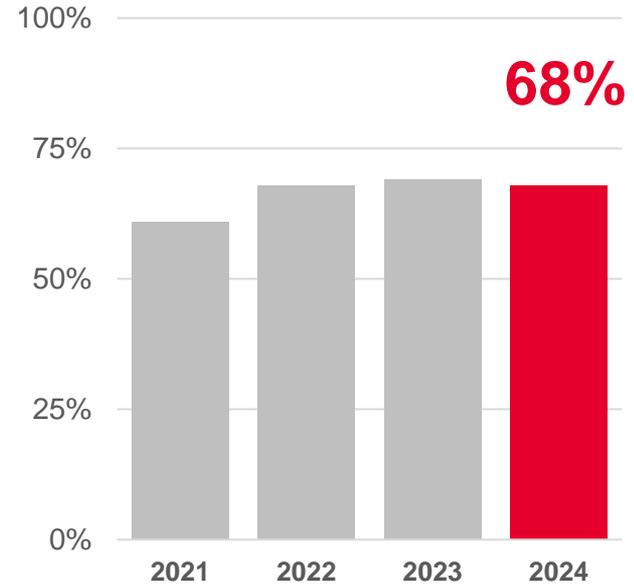
68% of legal professionals at **law firms of various sizes** are using Legal Analytics in 2024

Legal Analytics Users Find It Valuable and Clients Expect It

100%

of users say Legal Analytics is **valuable**

80%

of users say Legal Analytics is **required or somewhat expected** by clients

Legal Analytics Users Are Clear on Why They're Using Legal Analytics

70%

of users say **Successful Litigation Outcomes** drove their usage

69%

of users say **Improved Efficiency** drove their usage

Lawyers Need More Education and Training

40%

of non-users say they don't understand what Legal Analytics is

49%

of non-users say they are unfamiliar with available products

19%

of non-users say they don't see/understand the benefits

What Can You Do To Compete And Win?

In the Business of Law:
Leverage data to demonstrate your expertise to clients. Know more about your competitors. Litigation finance planning to fund cases so that you have your best shot at winning the business.

Top 3 uses for the business of law:

67% - pitching or demonstrating expertise to clients

57% - competitive intelligence to find and evaluate new business

**26%** - litigation finance

In the Practice of Law:
Use analytics to gain more competitive insights. Conduct successful early case assessments. Craft winning data-driven case strategy to prevail in court.

Top 3 uses for the practice of law:

71% - case assessment

71% - gaining competitive insights on opposing counsel, parties, judges & more

56% - determining case strategy

Legal Analytics Integration

Integrating Legal Analytics data is an important goal for law firms this year. 65% of users would like to integrate Legal Analytics with other available data in their organization.

65%

65% of users say would like to integrate Legal Analytics

Technology Adopters Are Both More Excited and More Concerned About Generative AI

Legal Analytics Users

65%
of users are **very excited or somewhat excited** about Generative AI

73%
of users are **very concerned or somewhat concerned** about Generative AI

57%
of users feel **very prepared or somewhat prepared** about Generative AI

Non-Legal Analytics Users

31%
of non-users are **very excited or somewhat excited** about Generative AI

59%
of non-users are **very concerned or somewhat concerned** about Generative AI

24%
of non-users feel **very prepared or somewhat prepared** about Generative AI

Legal Analytics Benefits

Helpful to assess long term strategies and balance short term needs.

Use legal analytics as a pricing professional to advise attorneys as our firm make pitches for litigation. It helps determine our assumptions for a case and detail potential routes the litigation could go for clients.

Legal analytics makes me more efficient in terms of providing requested data to our attorneys.

Use legal analytics to create an informed plan for case strategy.

Use legal analytics as an appellate resource to: (1) determine the length of an appeal; (2) the appellate rate of a particular trial court judge; and (3) outcomes of similar appeals.

Getting cases to settle faster.

Getting the edge on judges, opposing counsel, and experts. Helps us see what kind of person we are dealing with.

Use legal analytics to analyze legal strategy, compile better arguments in motion practice, analyze court rulings and opinions.

Legal analytics is invaluable in competitive intelligence research for business development purposes.

Helps me identify which cases are most likely to yield positive outcomes and which ones are not.

Appendix - Survey Results

Does your firm use legal analytics in its litigation practice?
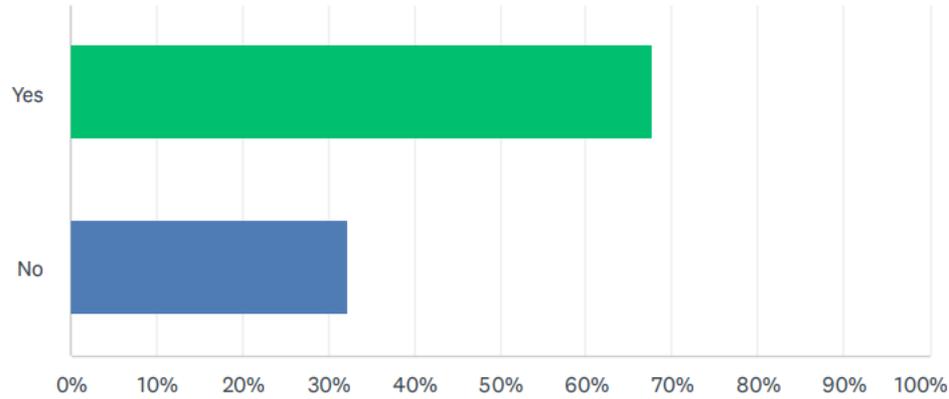
ANSWER CHOICES	RESPONSES	
Yes	67.88%	243
No	32.12%	115
TOTAL		358

Users

What do you think are the biggest drivers of legal analytics adoption in your organization? Please select all that apply.
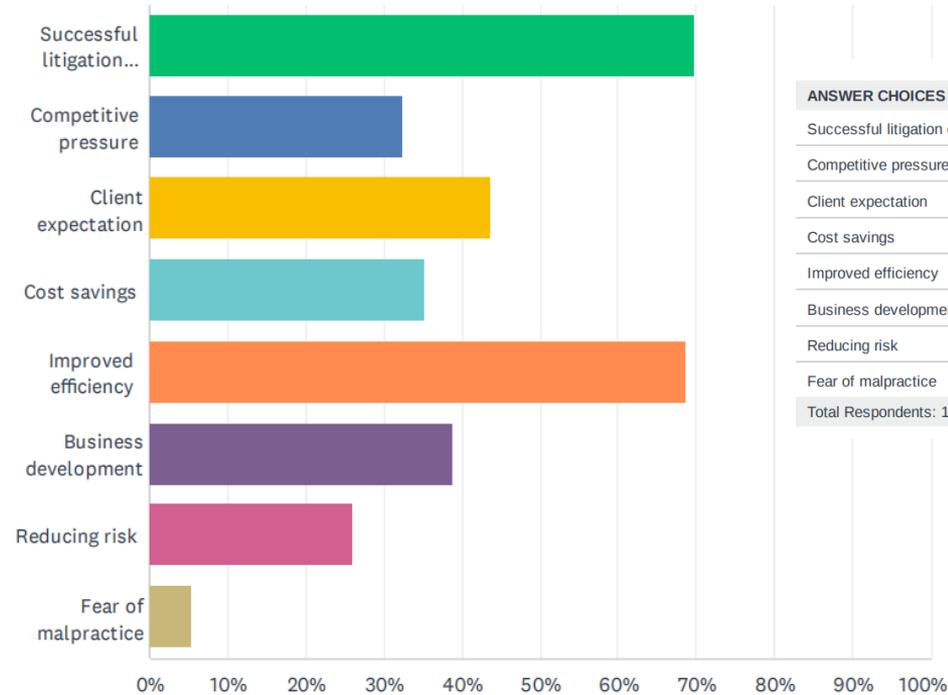
ANSWER CHOICES	RESPONSES	
Successful litigation outcomes	69.68%	131
Competitive pressure	32.45%	61
Client expectation	43.62%	82
Cost savings	35.11%	66
Improved efficiency	68.62%	129
Business development	38.83%	73
Reducing risk	26.06%	49
Fear of malpractice	5.32%	10
Total Respondents: 188		

Business of Law: For which tasks have you or your firm used legal analytics? Please select all that apply.
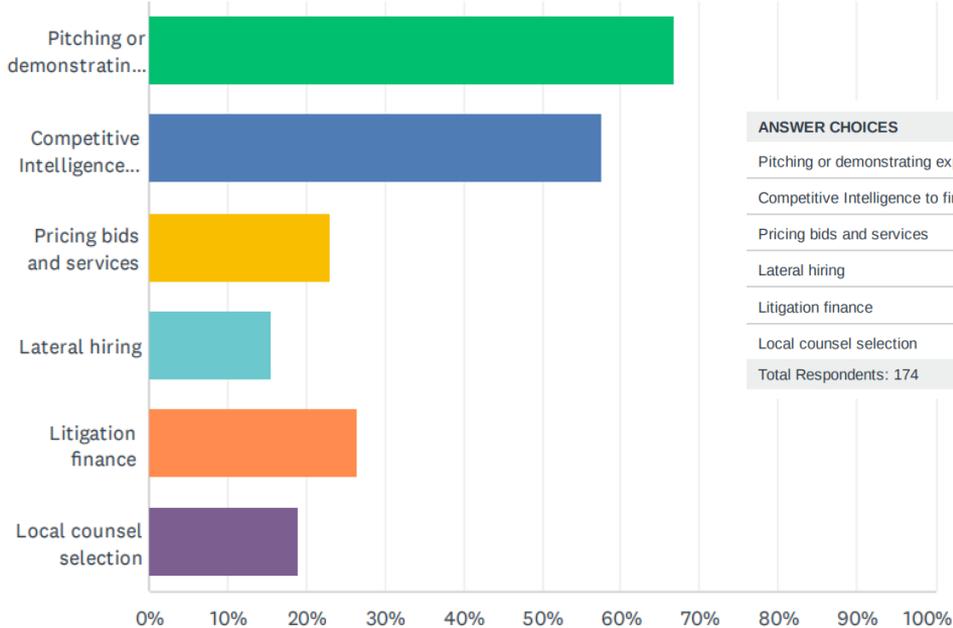
ANSWER CHOICES	RESPONSES	
Pitching or demonstrating expertise to clients	66.67%	116
Competitive Intelligence to find and evaluate new business	57.47%	100
Pricing bids and services	22.99%	40
Lateral hiring	15.52%	27
Litigation finance	26.44%	46
Local counsel selection	18.97%	33
Total Respondents: 174		

Practice of Law: For which litigation tasks have you or your firm used legal analytics? Please select all that apply.
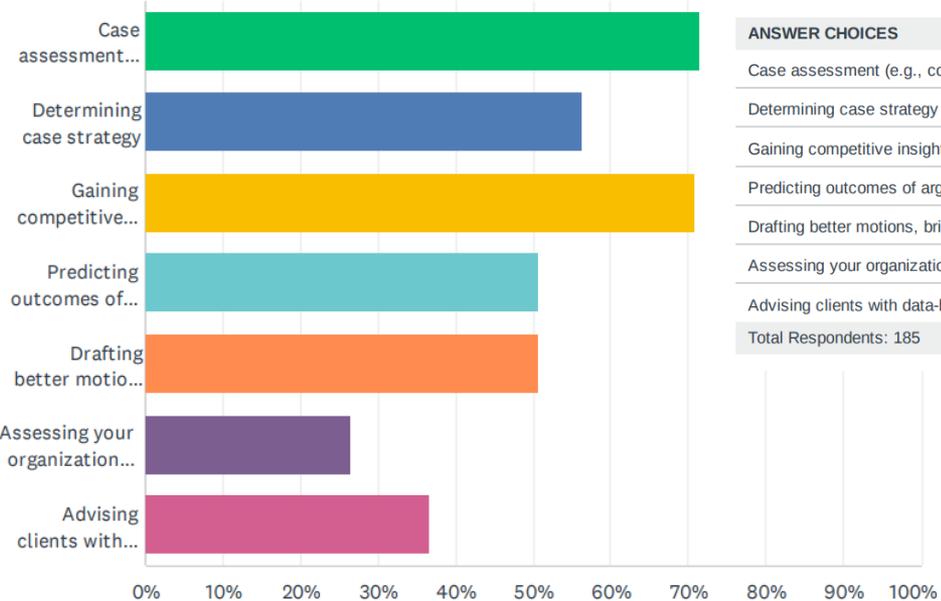
| ANSWER CHOICES	RESPONSES	
Case assessment (e.g., consideration of case timing, damages, and outcomes)	71.35%	132
Determining case strategy	56.22%	104
Gaining competitive insights on judges, parties, opposing counsel	70.81%	131
Predicting outcomes of arguments or strategy	50.81%	94
Drafting better motions, briefs, or arguments	50.81%	94
Assessing your organization's litigation performance	26.49%	49
Advising clients with data-backed guidance	36.76%	68
Total Respondents: 185		

Would you like to integrate legal analytics data with other available information in your organization?
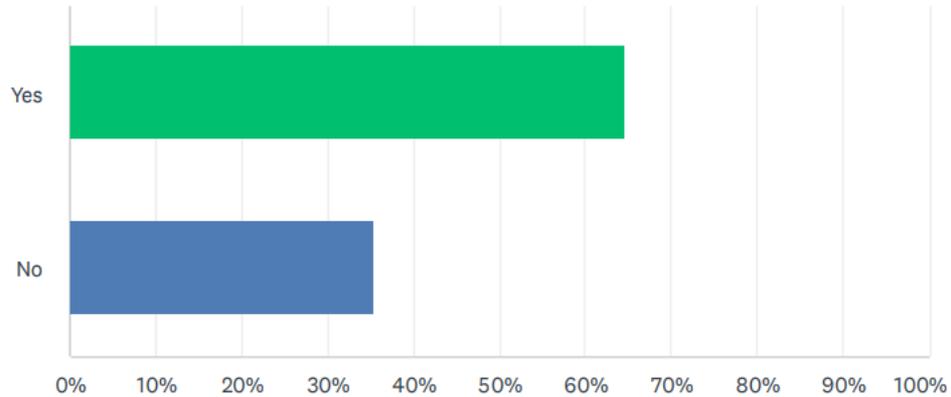
ANSWER CHOICES	RESPONSES	
Yes	64.71%	121
No	35.29%	66
TOTAL		187

So far, what has been your experience with legal analytics personally or at your organization? Please select all that apply.
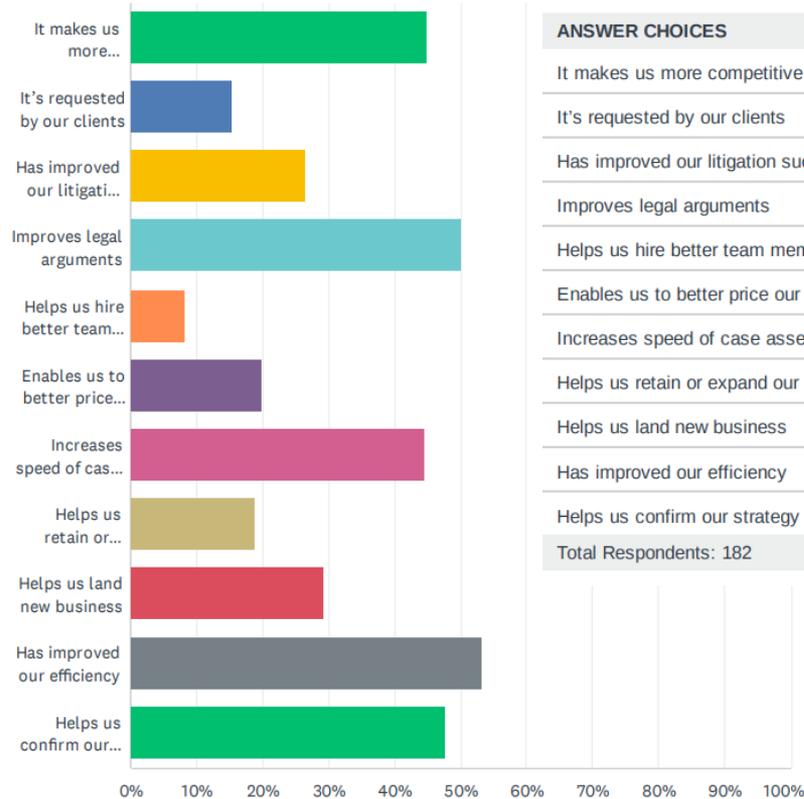

ANSWER CHOICES	RESPONSES	
It makes us more competitive	45.05%	82
It's requested by our clients	15.38%	28
Has improved our litigation success rate	26.37%	48
Improves legal arguments	50.00%	91
Helps us hire better team members	8.24%	15
Enables us to better price our services	19.78%	36
Increases speed of case assessments	44.51%	81
Helps us retain or expand our client base	18.68%	34
Helps us land new business	29.12%	53
Has improved our efficiency	53.30%	97
Helps us confirm our strategy	47.80%	87
Total Respondents: 182		

Which of the following best describes the value legal analytics brings to your litigation practice?
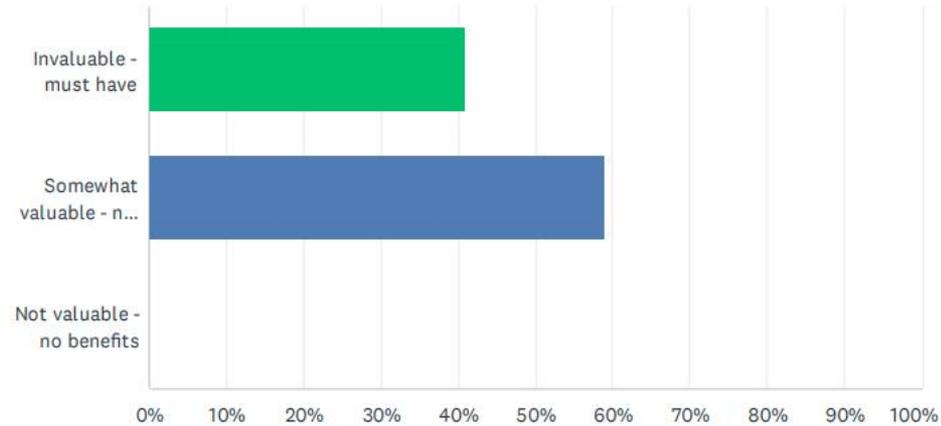
ANSWER CHOICES	RESPONSES	
Invaluable - must have	40.86%	76
Somewhat valuable - nice to have	59.14%	110
Not valuable - no benefits	0.00%	0
TOTAL		186

How excited are you about the benefits of using generative AI in your legal practice?
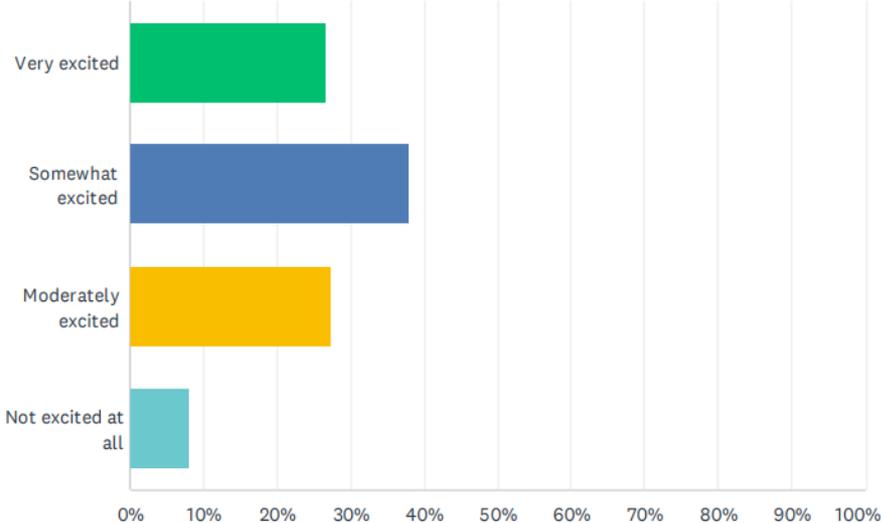

ANSWER CHOICES	RESPONSES	
Very excited	26.74%	50
Somewhat excited	37.97%	71
Moderately excited	27.27%	51
Not excited at all	8.02%	15
TOTAL		187

How concerned are you about the risk of using generative AI in your legal practice?
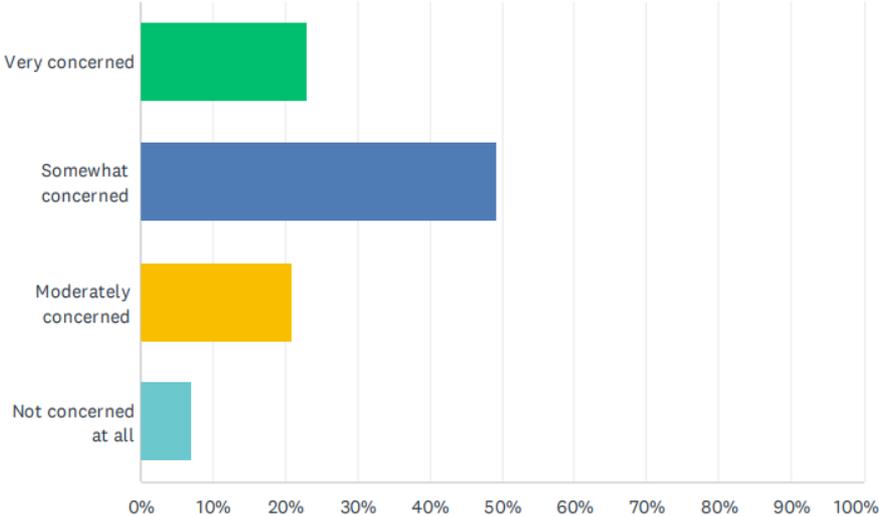
ANSWER CHOICES	RESPONSES	
Very concerned	22.99%	43
Somewhat concerned	49.20%	92
Moderately concerned	20.86%	39
Not concerned at all	6.95%	13
TOTAL		187

How prepared are you to manage generative AI in your legal practice?
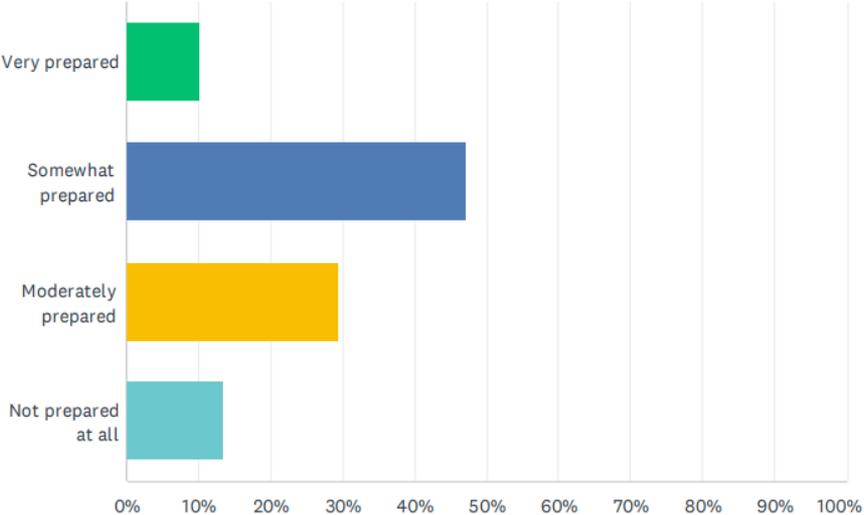
ANSWER CHOICES	RESPONSES	
Very prepared	10.16%	19
Somewhat prepared	47.06%	88
Moderately prepared	29.41%	55
Not prepared at all	13.37%	25
TOTAL		187

Non-Users

Why are you not using Legal Analytics? Please select all that apply.
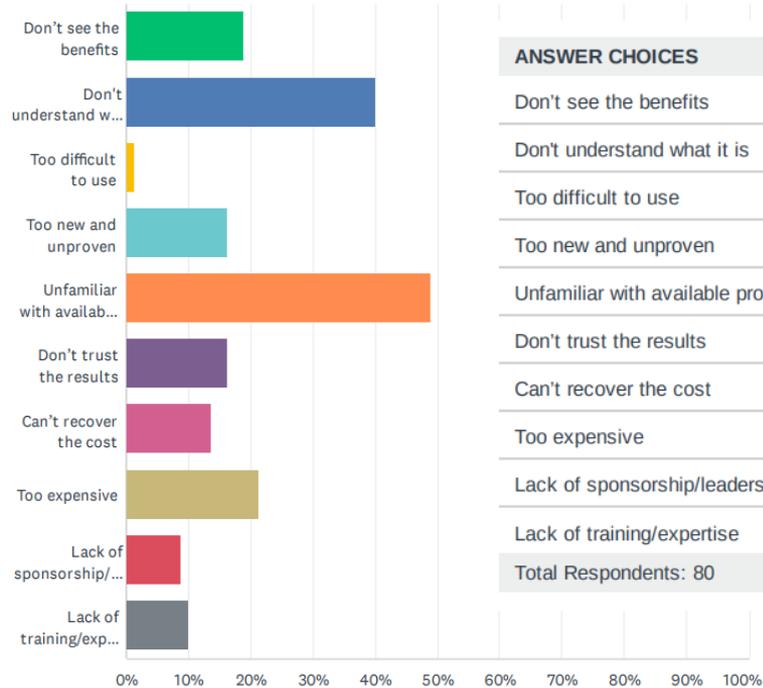
ANSWER CHOICES	RESPONSES	
Don't see the benefits	18.75%	15
Don't understand what it is	40.00%	32
Too difficult to use	1.25%	1
Too new and unproven	16.25%	13
Unfamiliar with available products	48.75%	39
Don't trust the results	16.25%	13
Can't recover the cost	13.75%	11
Too expensive	21.25%	17
Lack of sponsorship/leadership	8.75%	7
Lack of training/expertise	10.00%	8
Total Respondents: 80		

What do you think are the biggest drivers of legal analytics adoption in law? Please select all that apply.

ANSWER CHOICES	RESPONSES	
Successful litigation outcomes	45.12%	37
Competitive pressure	24.39%	20
Client expectation	23.17%	19
Cost savings	51.22%	42
Improved efficiency	54.88%	45
Reducing risk	24.39%	20
Fear of malpractice	8.54%	7
Total Respondents: 82		
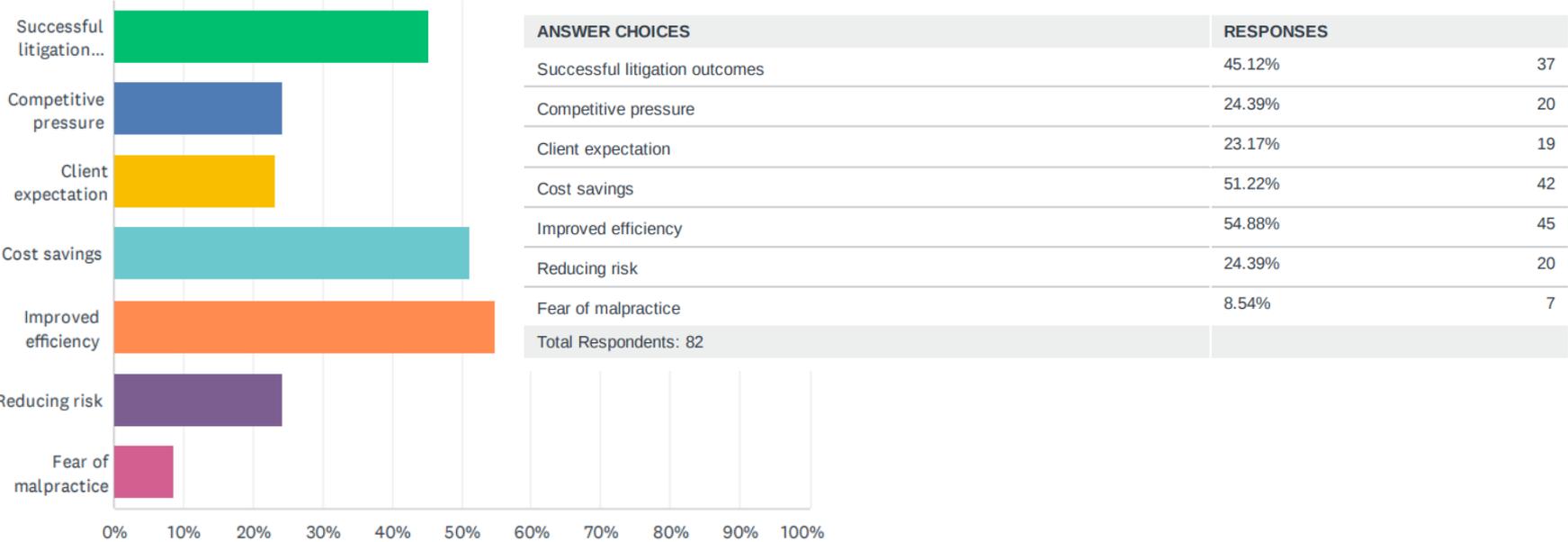
Which Business of Law tasks do you think legal analytics can help with?
Please select all that apply.
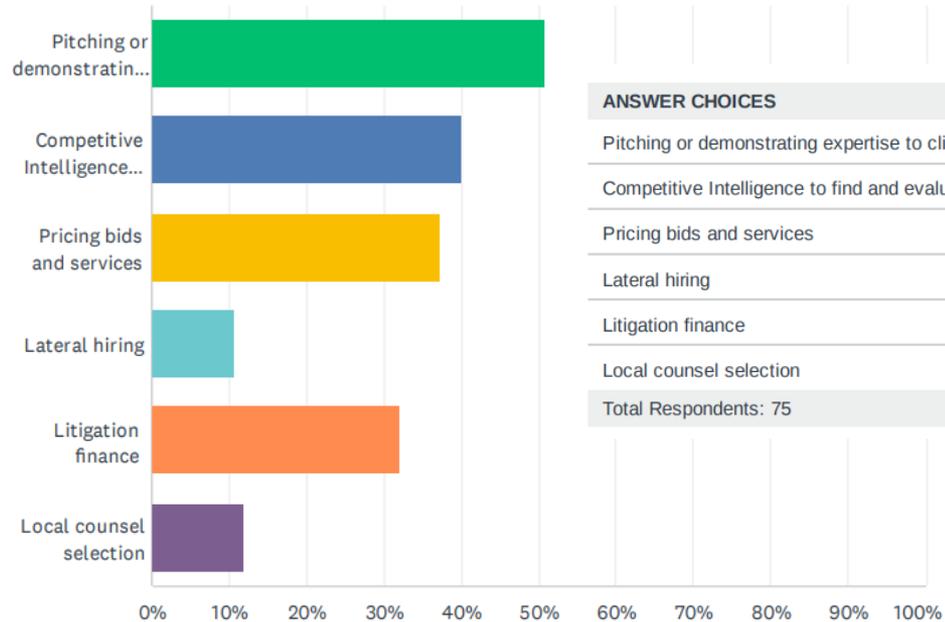
ANSWER CHOICES	RESPONSES	
Pitching or demonstrating expertise to clients	50.67%	38
Competitive Intelligence to find and evaluate new business	40.00%	30
Pricing bids and services	37.33%	28
Lateral hiring	10.67%	8
Litigation finance	32.00%	24
Local counsel selection	12.00%	9
Total Respondents: 75		

Which Practice of Law tasks do you think legal analytics can help with?
Please select all that apply.
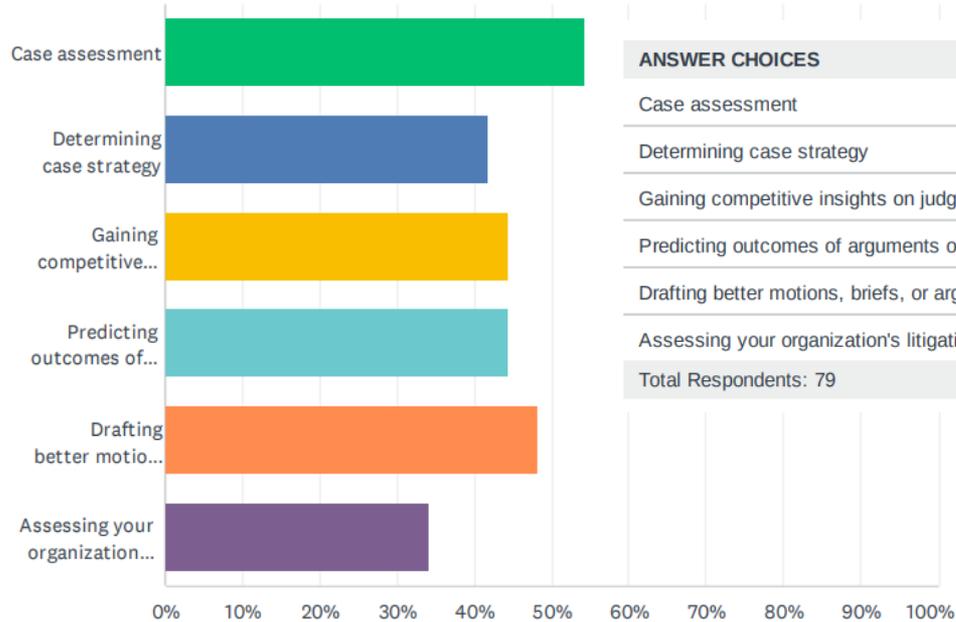
ANSWER CHOICES	RESPONSES	
Case assessment	54.43%	43
Determining case strategy	41.77%	33
Gaining competitive insights on judges, parties, opposing counsel	44.30%	35
Predicting outcomes of arguments or strategy	44.30%	35
Drafting better motions, briefs, or arguments	48.10%	38
Assessing your organization's litigation performance	34.18%	27
Total Respondents: 79		

Which of the following best describes the value legal analytics brings to litigation practice?
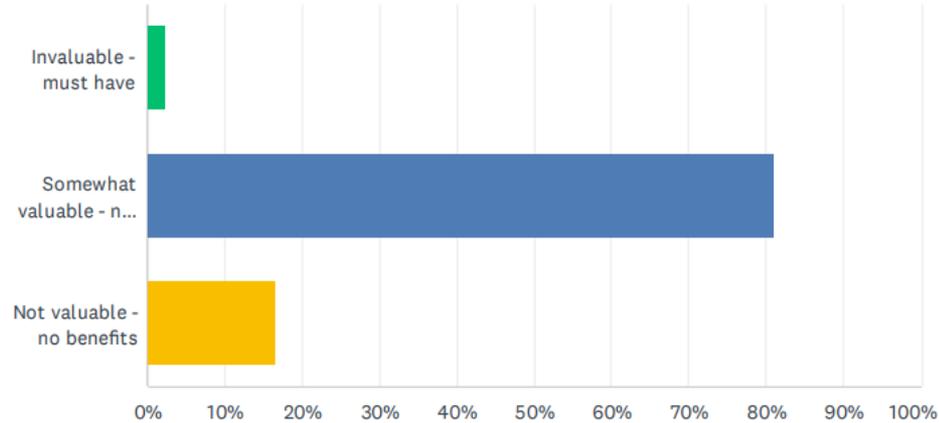
ANSWER CHOICES	RESPONSES	
Invaluable - must have	2.38%	2
Somewhat valuable - nice to have	80.95%	68
Not valuable - no benefits	16.67%	14
TOTAL		84

# Would you like to integrate legal analytics data with other available information in your organization?
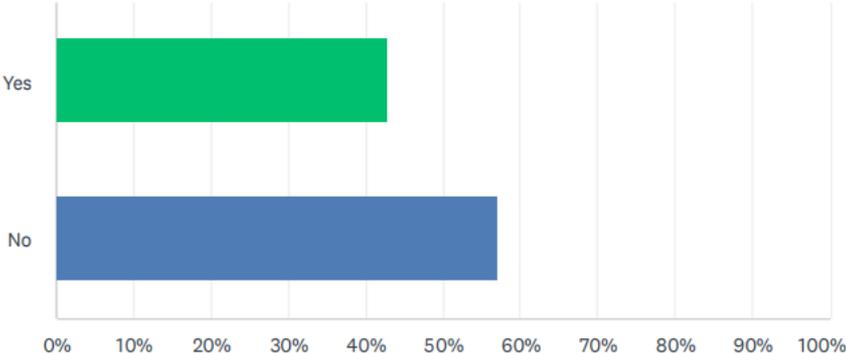
ANSWER CHOICES	RESPONSES	
Yes	42.86%	36
No	57.14%	48
TOTAL		84

How excited are you about the benefits of using generative AI in your legal practice?
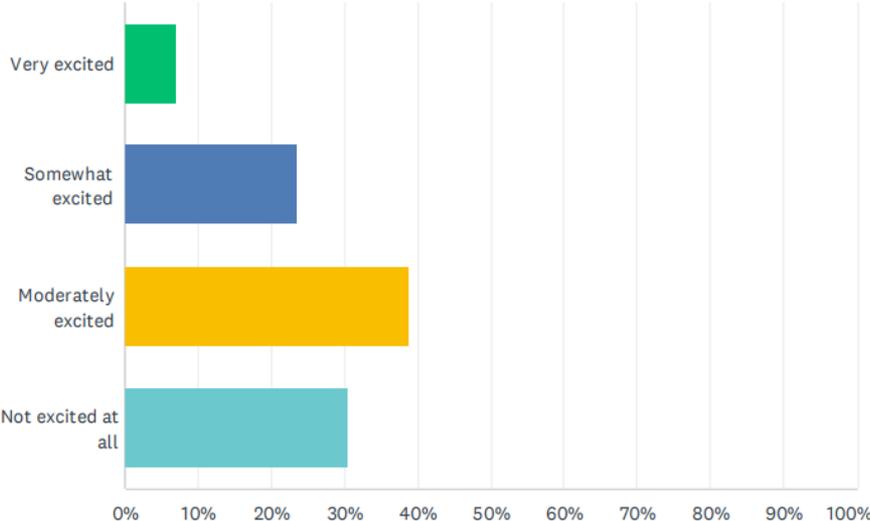
ANSWER CHOICES	RESPONSES	
Very excited	7.06%	6
Somewhat excited	23.53%	20
Moderately excited	38.82%	33
Not excited at all	30.59%	26
TOTAL		85

How concerned are you about the risk of using generative AI in your legal practice?
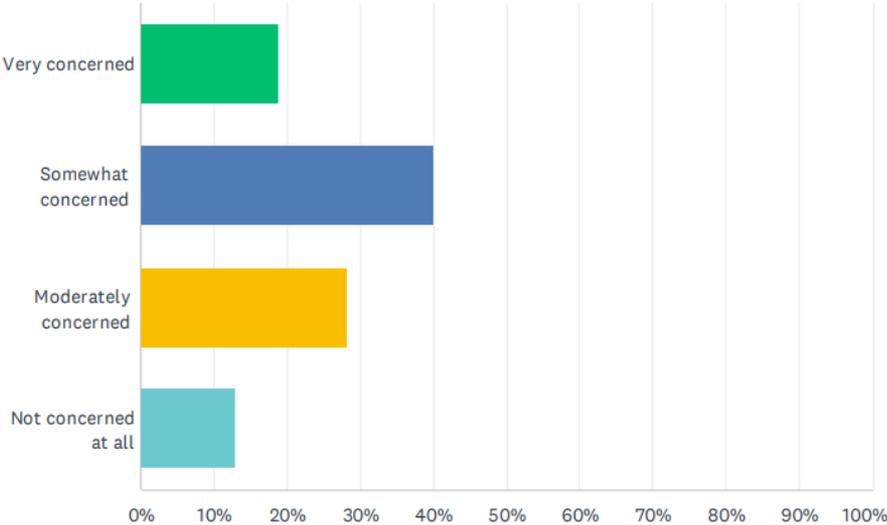
ANSWER CHOICES	RESPONSES	
Very concerned	18.82%	16
Somewhat concerned	40.00%	34
Moderately concerned	28.24%	24
Not concerned at all	12.94%	11
TOTAL		85

How prepared are you to manage generative AI in your legal practice?
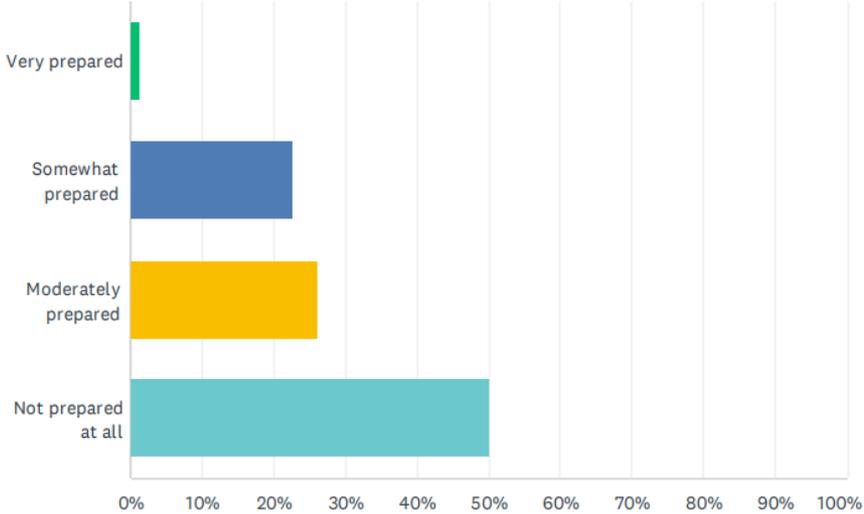
ANSWER CHOICES	RESPONSES	
Very prepared	1.19%	1
Somewhat prepared	22.62%	19
Moderately prepared	26.19%	22
Not prepared at all	50.00%	42
TOTAL		84

About Lex Machina

Lex Machina fundamentally changes how companies and law firms compete in the business and practice of law. The company provides strategic insights on judges, lawyers, law firms, parties, and other critical information across 20 federal practice areas and a rapidly growing number of state courts. Lex Machina allows law firms and companies to predict the behaviors and outcomes that different legal strategies will produce, enabling them to win cases and close business.

Lex Machina was named one of "Legal Tech's Most Promising Solution Providers" (CIO Review Awards 2022), "Great Places to Work 2023-2024", "Greater Bay Area Top Workplaces 2022" (The San Francisco Chronicle Top Workplaces in the Bay Area 2022), "Legal Tech Company of the Year 2021" (CIO Review, 2021), "2021 Legal Technology Trailblazer" (National Law Journal Trailblazer Awards, 2021), Winner of the "Media Excellence" Award for Analytics/Big Data (13th Annual Media Excellence Award, 2021). Based in Silicon Valley, Lex Machina is part of LexisNexis, a leading global provider of legal, regulatory, and business information and analytics. For more information, please visit www.lexmachina.com.

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