



NextRoll Improves Transparency and Strengthens Relationship with Finance



NextRoll and its business unit AdRoll are the leaders in retargeting with over 35,000 active advertisers worldwide. The company's innovative and easy-to-use marketing platform enables brands of all sizes to create personalized ad campaigns based on their own website data.

The Challenge

NextRoll's legal team was in email hell. They were reaching out to law firms on a one-off basis, emailing individual attorneys to request work. There was no system in place to track work in progress, and all related conversations were buried in the inboxes of multiple people, making it nearly impossible to measure and control spend. With an undefined process for requesting and tracking work from law firms, finance was forced to make some of the largest year-end adjustments for the legal department.

NextRoll needed an e-Billing solution that would:

- Consolidate all invoice and matter related information
- Help manage spend by providing insights about amount and cost of law firm work
- Remove friction and increase collaboration with finance

Before SimpleLegal, we were reliant on our inboxes. Now, invoices live in one place and we can easily see what each vendor is working on, what is being charged, and how much a similar project has cost us in the past.



- Megan Scolari | Legal Operations Manager

How SimpleLegal Helped

First and foremost, NextRoll gained a centralized repository for all invoices. There was finally visibility into legal spend, allowing them to clearly identify costs associated with each timekeeper, firm, and project. NextRoll streamlined invoice review, gaining immediate time savings, while ensuring the right person had visibility into the process at the right time. Lengthy email chains were eliminated as department heads from finance, human resources, sales, and facilities had access to SimpleLegal and could comment on individual line items for clarification.

From a finance standpoint, automating the accruals process is the biggest benefit. We saw a much higher response rate to requests for unbilled estimates from our law firms, and we face fewer surprises and adjustments at month and year end.



– Jia Hua Juszczak | Senior Accountant

The Results

With SimpleLegal, NextRoll is able to leverage spend data to evaluate law firm performance and ensure they get the most value for each dollar spent. In one instance, NextRoll identified a law firm that was billing for tasks that had not been requested and billing extra hours for simple tasks. Additionally, legal operations and expenses were streamlined, and the working relationship with finance counterparts improved immensely.



About SimpleLegal

SimpleLegal provides a modern legal operations management platform that streamlines the way corporate legal departments manage their matters, track and interpret spend, and collaborate with vendors and law firms. SimpleLegal combines e-Billing and spend management, matter management, vendor management, and reporting and analytics into one comprehensive application to optimize legal operations and the management of the entire legal department.

For more information visit: www.simplelegal.com