

Allconnect – Case Study



Marchex Call Analytics for Search helps a cable and satellite company achieve mobile search advertising success.



The Client

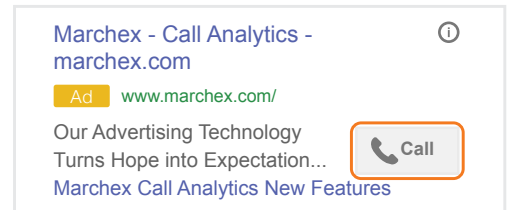
Allconnect offers consumers a convenient single source comparison and connection to integrated media, broadband and other home services. The company manages 15 Web sites, 40 million paid search keywords and more than \$10 million in annual advertising spend.

The Challenge

- In the highly competitive cable and satellite marketplace, Allconnect must allocate each search marketing dollar in the most effective way possible to stand out in search results.
- Lack of keyword-level visibility for calls from mobile search, specifically click-to-call.

“Marchex Call Analytics for Search addresses a major blind spot for us and allows us to optimize our campaign based on phone calls that drive sales by keyword.”

Brad Roberts, Vice President Digital Marketing



Search Ad



The Solution

With Marchex Call Analytics for Search, the only solution to **deliver 100% keyword attribution for click-to-call**, Allconnect was able to have complete visibility into which keywords were driving phone calls from paid search.



The Results

Marchex Call Analytics for Search **boosted profit for click-to-call campaigns by 50%** and decreased its cost-per-acquisition by 43%.

About Marchex

Marchex is a mobile advertising technology company. The company provides a suite of products and services for businesses that depend on consumer phone calls to drive sales.



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