

Marchex delivers 15% conversion rate for CLEARLINK's new customer campaigns



Home Services | Marchex Call Marketplace



Overview

A leader in conversion services, CLEARLINK selected Marchex Call Marketplace™ to deliver callers who are qualified to be new customers. As a result, CLEARLINK is benefiting from an increased volume of inbound qualified callers and optimized campaigns that meet their profit goals.

The Client

CLEARLINK provides content and conversion services to home services brands, for example: AT&T, CenturyLink, Frontier, and Verizon. With two call centers, CLEARLINK acquires new customers for their clients by generating and converting inbound leads – millions over the past decade. Innovative with new marketing approaches, CLEARLINK has experienced double digit growth for the past eight years.

The Opportunity

Due to their business model, CLEARLINK's success increases with each new customer delivered to a client. In 2012, they sought a way to increase the volume of high-quality leads coming into their call centers. Based on the increasing trend of U.S. adoption of smartphones, CLEARLINK decided to invest more budgets in mobile pay-per-call advertising.

The Solution

Looking for more than just incremental calls, CLEARLINK sought a company that could be their strategic partner. CLEARLINK selected Marchex because Marchex Call Marketplace can deliver:

- Callers who are qualified as potential new customers
- Unique access to voice Directory Assistance channel
- An Account team who optimizes campaigns for CLEARLINK's goals
- The ad placement transparency needed to ensure consistent treatment of brands
- Flexibility in supporting each client's unique requirements

"Marchex's Account Management team has really helped to grow our program – for volume and for profitability."

TJ Kolanko, Strategic Partnerships – CLEARLINK



The Results

CLEARLINK is now able to quickly turn on volume of qualified calls for new brand clients and new industries. Additionally, Marchex has worked closely with CLEARLINK to successfully optimize each campaign for volume, profit, and cost-per-acquisition goals.



Exceeded Call Quality Goals

50%

New Sale
Opportunity %

15%

Conversion %