

Marchex and DoubleClick helped Location3 increase monthly conversation volume by 83%



Professional Services | Marchex Call Analytics



The Agency

Location3 is a digital marketing agency that delivers enterprise-level strategy with local market activation. The company helps franchises and brands create consumer response and awareness advertising campaigns.

The Challenge

- For national brands with a local presence, reporting on performance across multiple campaigns is a main pain point.
- Reporting isn't clear to customers; Location3 looks for solutions to pass along true metrics that can help the end user grow their business.

The Solution

DoubleClick allows Location3 to have a centralized tracking platform to run display, search, and view the full impact on the path to attribution. Marchex call analytics data is surfaced directly to their DoubleClick platform, so they can easily attribute phone calls across all campaigns.

"Our customers want to have multi-channel attribution, and DoubleClick allows us to have a central location for campaigns. Our integration with Marchex and DoubleClick show us the impact of our advertising campaigns. Based on the needs to have multi-channel, DoubleClick allows us to have a central location for display campaigns."

Jim Halligan, Director of Paid Search



The Results

Across all campaigns, Location3 boosted performance with:

83% lift in monthly average conversation volume

18% lift in average conversation duration

For one car Rental Company, Location3 was able to drive additional reservations:

41.9% more reservations to our marketing efforts

34.5% decrease in cost-to-sales revenue, a key performance indicator for the rental company

