

Marchex Call Analytics Case Study: Prominent Placement

INDUSTRY: SEARCH ENGINE MARKETING

MARCHEX PRODUCTS & SERVICES: CALL ANALYTICS

Call Analytics Helps Prominent Placement Double Lead Totals For Client

A strategic search engine marketing firm turned to Marchex Call Analytics to connect the dots between online advertising and offline conversions—then drove 100% more conversions by optimizing search marketing campaigns.

CHALLENGE:

With a name like Prominent Placement, the strategic search engine marketing firm's clients expect more than brand awareness—they expect a tangible return on investment (ROI). And that's just what the Atlanta-based search engine marketing experts deliver.

But, Prominent Placement was particularly challenged by a campaign for a national home services business. Despite custom-developed SEO and search engine marketing strategies, the client received a minimal amount of form fill outs from its website. Although the client was seeing a strong uptick in phone calls, Prominent Placement could not directly attribute its online campaigns to the calls.

SOLUTION:

After scouring the market for a way to accurately attribute search engine marketing campaigns to offline phone calls, Prominent Placement selected Marchex Call Analytics as their call tracking and analytics provider. The firm used Marchex Call Analytics to assign unique call tracking numbers to

"NOW THAT WE COULD PROVE THAT THE ROI WAS, ESSENTIALLY, MORE THAN THREE TIMES HIGHER THAN WE HAD THOUGHT, WE KNEW WE COULD AFFORD TO INCREASE OUR KEYWORD BIDS."

Stacy Williams,
FOUNDER AND PRESIDENT OF PROMINENT
PLACEMENT

the home services client's search marketing campaigns within the search ads themselves and on the business's landing pages and website.

It didn't take long for Marchex Call Analytics to prove Williams' suspicions correct. The call tracking and analytics technology allowed Prominent Placement to see the referral source for website visitors that picked up the phone instead of filling out the online form. Marchex Call Analytics also revealed which search engines and keywords drove more calls and whether callers discovered the home services client through paid or organic listings.

RESULTS:

After monitoring campaign data for six months, a clear, consistent trend emerged: On average, 71% of the client's search engine-generated conversions came in over the telephone versus only 29% from the online form.

"When we were making decisions only based on online forms, we were working with less than a third of the total data we could have used!" Williams says. "Now that we could prove that the ROI was, essentially, more than three times higher than we had thought, we knew we could afford to increase our keyword bids."

Armed with insightful information about the connection between online advertising and telephone leads, Prominent Placement set out to optimize the home services client's campaign. The first step was increasing the average position of the ads so they were more visible, which set the stage for more clicks and more conversions. Prominent Placement gradually raised its keyword bids until the average cost per click increased 22% .

The immediate result: The number of search engine-generated leads more than doubled year-over-year. Over the next 12 months, Marchex Call Analytics revealed a full 85% of search engine-generated conversions came in via phone, and only 15% came in via the online form. The number of traceable leads Prominent Placement delivered increased a whopping 100% after the firm deployed call tracking and analytics software.

"People are more careful with how they spend their dollars these days—particularly in building and construction—so they're even more likely to call rather than fill out an online form," Williams says. "I shudder to think what would have happened if we hadn't used Marchex's call tracking data. It's likely that we may have decided search engine marketing didn't work for this client and cut it off, depriving them of a significant number of qualified leads that came in over the phone."

Contact us today and we'll walk you through a demo.

1.800.914.7872

callanalytics@marchex.com

www.marchex.com/callanalytics