

# Marchex Call Analytics Case Study: Ai Media Group

**INDUSTRY:** DIGITAL ADVERTISING AGENCY

**MARCHEX PRODUCTS & SERVICES:** CALL ANALYTICS

## Call Analytics Empowers Ai Media Group to Deliver Superior Advertising Results to Clients

Combining online data with call analytics offers Ai Media a holistic view of advertising performance—allowing for more informed campaign optimization decisions that maximize client return-on-investment (ROI)

### BACKGROUND:

Internet marketing firm Ai Media has a seemingly straightforward business charter: drive more leads for their clients. Straightforward does not mean simple, though. Ai Media must continuously deliver a return on advertising spend for their clients in a rapidly evolving marketplace.

Technology plays a large role in Ai Media's business strategy to create, manage and optimize campaigns that deliver the highest returns for their clients. To do this, Ai Media leverages a proprietary algorithmic system to secure the best media placements across online channels. Additionally, its proprietary reporting tools provide insight into real-time results and ROI.

### CHALLENGE:

With competition for search terms heating up—and client ROI demands rising—Ai Media needed a way to more accurately measure offline conversions from its online ads to make more informed campaign optimization decisions.

"IT'S ALL ABOUT ROI, MARCHEX CALL ANALYTICS PLAYS A KEY ROLE IN ALLOWING US TO PROVE TO OUR CLIENTS THAT EVERY DOLLAR SPENT ON OUR PROGRAMS YIELDS A TANGIBLE ROI."

Sergio Alvarez,  
CHIEF OPERATING OFFICER, AI MEDIA

Knowing that as much as 70%\* of online advertising conversions can occur over the phone, but unable to account for them, Ai Media turned to Marchex Call Analytics to complete the advertising measurement equation.

### **SOLUTION:**

Utilizing the Marchex Call Analytics Application Program Interface (API), Ai Media integrated call tracking and analytics into its media management and reporting system to accurately attribute offline conversions — phone calls—to online advertising campaigns.

#### **Media Management System Implementation:**

By integrating Marchex Call Analytics into its proprietary media management system, Ai Media is now able to seamlessly place unique Marchex tracking phone numbers in all its clients' online advertising campaigns. This makes it possible to refine keywords, bids, and placements in real-time, based on results to drive more qualified calls to clients.

#### **Reporting Dashboard:**

With the integration of Marchex Call Analytics into its media management system, Ai Media can combine existing online reporting with offline call data to create a complete view of their client's advertising performance, from click to close, and everything in between.

### **RESULTS:**

Adding Marchex Call Analytics to their existing media management and reporting system gives Ai Media a complete and holistic view of client advertising performance. Now, with the ability to track offline calls with the same accuracy as online clicks, Ai Media can more accurately calculate advertising performance to make more informed campaign optimization decisions that result in significant ROI lift.

"It's all about ROI," said Sergio Alvarez, the company's Chief Operating Officer. "Marchex Call Analytics plays a key role in allowing us to prove to our clients that every dollar spent on our programs yields a tangible ROI."

### **BUSINESS BENEFITS:**

By integrating Marchex Call Analytics into its online media management system, Ai Media has an end-to-end campaign management solution that:

- Tracks an average of 60,000 advertising-driven phone calls to the tune of almost 600,000 minutes a month
- Provides visibility and transparency to clients to prove online and offline advertising results
- Fuels campaign optimization decisions that produce tangible, bottom line results for clients
- Reduces cost-per-lead and increases return on client advertising investment
- Supports advertising budget increases to expand accounts and drive growth of agency billings

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

**1.800.914.7872**

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\*Internal Marchex Call Analytics data.

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