

**Company**

Chair 10 Marketing is an Internet marketing consulting firm providing expertise in the areas of search engine marketing, including both pay-per-click (PPC) search engine advertising and search engine optimization (SEO); email marketing; and strategic Internet marketing planning.

Challenge

Chair 10 Marketing had recently signed a local pizza chain that had just added a new online ordering process and wanted to increase sales using Internet marketing, specifically PPC advertising. After a short period of time, the PPC campaign was effective in driving online orders however Chair 10 Marketing felt sure that the PPC campaigns were generating offline orders that were not being attributed to the campaigns.

Solution

To track the offline sales, Chair 10 Marketing added Marchex Call Tracking to their PPC campaigns, and used the Dynamic Number Replacement feature to insert special tracking phone numbers on the pizza chain's Web site when a visitor clicked-through from one of the client's PPC ads. This call tracking enabled Chair 10 Marketing to quickly measure and see the true impact of the PPC campaigns, both online and offline.

Results

- The addition of call tracking enabled Chair 10 Marketing to track all calls to the pizza chain's restaurants that resulted directly from people clicking on PPC ads. By tracking the offline conversions, Chair 10 was able to prove that the PPC ads were 100 percent more effective in driving sales than originally thought.
- The pizza chain is very pleased that the return-on-investment (ROI) of their PPC campaign is much higher than they originally thought.
- Chair 10 Marketing now sees Marchex Call Tracking as an essential part of its PPC efforts for any business that gets leads via phone calls.

Quote

"We are extremely pleased with Marchex Call Tracking and its ability to show the offline value of our campaigns more effectively to our clients," said Mark Kelly, President and Founder, Chair 10 Marketing. "It is now an essential part of every campaign we run for clients who are driving sales offline as well as online. It is easy to set-up and we can adjust the program depending on the size of our client."

