

**Company**

Neo@Ogilvy, a fully integrated division of OgilvyOne Worldwide, provides its clients with competent, comprehensive marketing services for the digital age. With intelligent media strategies, innovative technologies, and creative ideas, they develop marketing concepts that cover the entire customer journey – from the initial advertising contact to activating Web sites to newsletters and CRM.

Challenge

As a full-service digital and direct media company, Neo Ogilvy is continuously looking for new cost effective media solutions to drive more qualified leads to their blue chip clients. Neo Ogilvy came to Marchex looking to significantly increase in-bound call volume at an aggressive cost-per-acquisition goal.

Solution

Neo Ogilvy launched a Marchex Pay-For-Call campaign, utilizing online and mobile media to drive qualified phone calls to the client's national call center. Using Marchex's robust analytics, Neo Ogilvy and their clients were able to verify the quality of the calls.

Results

In a four month period, Marchex drove thousands of qualified leads at a customer acquisition cost nearly 20% below Neo Ogilvy's cost-per-acquisition goal.

Quote

"Marchex Pay-For-Call delivered thousands of qualified phone calls to our client at nearly 20% below our cost-per-acquisition goals. With Marchex's robust reporting we were able to clearly see the results and verify the quality of the leads." – AJ Resnick, Neo Ogilvy

