



Call Marketplace secures new business for ADT



HOME
SERVICES

MARCHEX CALL
MARKETPLACE

INCREASE
HIGH QUALITY LEADS

ADT North America Residential/Small Business and AD Commercial are the world's largest electronic security providers.

With eight fully redundant monitoring centers functioning 24/7, ADT acts on more than 90,000 alarm signals each day, providing peace of mind protection to 6.8 million customers.

Challenge

In the highly competitive home security marketplace, ADT must allocate each marketing dollar in the most effective way possible to stand out in a crowd and generate new business.

Solution

With Pay For Call (PFC) advertising through the Marchex Call Marketplace, ADT only pays for customer phone calls that meet account billability requirements, instead of every impression or click.

To deliver the best return on investment, Marchex applies leading call filtering technology to remove spam before it hits the call center and then implements ADT-specific quality thresholds, such

KEY RESULTS

- Improved call routing for better customer service
- Reduced advertising costs
- Optimized media for higher quality traffic

as duration, to determine if a call will be billed. This means ADT pays for quality calls—not for misdials, hang-ups, pocket calls or short calls.

To bring new customers, Marchex developed a multichannel distribution strategy focused on scalable programs to drive increased inbound customer calls across more than 100 online and mobile sources. This puts agents in direct contact with a purchase driven audience whenever and wherever they are ready to buy, which drove 176% more new calls to the business.

"The Marchex Call Marketplace has helped us reach a different audience...(this) has driven substantial incremental call center traffic."

Frank Rivera, Director of Digital Marketing

Results

Targeting capabilities through the Marchex Call Marketplace enabled ADT to identify and route existing customer calls and prospect calls to different call centers. This has decreased ADT's advertising costs significantly, since 30-50% of the people searching to call are existing customers. Due to Marchex Marketplace call insights, ADT did not have to pay for existing customer calls since prospecting customer calls were more efficient. As a result, the ratio of leads to appointments consistently remained higher with Marchex than with their other advertising campaigns.

Marchex continues to execute a PFC advertising strategy to steadily drive quality call volume to ADT. With the technology infrastructure to handle call connections at scale, Marchex constantly optimizes media by focusing heavily on cost management to ensure ADT receives the best quality leads at a price that provides a positive return on investment.

A photograph of a man with a beard and a young child with curly hair looking at a tablet together. The man is holding the tablet and they both appear to be engaged with the content. The background is softly blurred, suggesting an indoor setting.

To learn more, visit [Marchex.com](https://marchex.com)
or call 800.914.7872.

* Data Provided by Customer, 2015