



Agency optimizes ROI for client

AGENCY

MARCHEX SEARCH
ANALYTICS

INCREASE IN ROI

A top agency achieved 3X ROI using Marchex Search Analytics

With the help of Marchex Search Analytics, our customer achieved 3X the return-on-investment and was able to understand the value they were driving from their non-brand paid search efforts, giving them full confidence in their call extension strategies.

They expect to continue the use of Marchex Search Analytics to optimize this data, and plan to use the product for their brand campaigns in the future.

Challenge

Our customer has a client running call extensions on their non-brand search campaigns. The challenge was finding the value driven from phone calls from their marketing efforts. In order to this, the agency needed visibility into their calls at the keyword level in order to identify new keyword opportunities and better optimize their ad spend. Additionally, they wanted this rich conversion dataset available in DoubleClick Search so they could take advantage of automated bidding within that platform.

THE RESULTS

- ♦ Leverage automatic bidding within DoubleClick Search
- ♦ Modify bid strategies to optimize towards high value calls
- ♦ Shift budget away low performing keywords
- ♦ Reinvest their budget in new non-brand opportunities

Solution

Marchex solved this problem by giving the agency visibility into the value driven from these calls at the keyword level and pushed this data directly into DoubleClick. Their client was able to utilize DoubleClick's automated bidding to make campaign adjustments towards high value calls for the first time.

Learn more at Marchex.com
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