



Allconnect optimizes campaigns and boosts return on investment



TELECOMMUNICATIONS

MARCHEX SEARCH
ANALYTICS

OPTIMIZE CAMPAIGNS

Marchex Search Analytics helps a cable and satellite company achieve mobile search advertising success

Allconnect offers consumers a convenient single source comparison and connection to integrated media, broadband and other home services. The company manages 15 Web sites, 40 million paid search keywords and more than \$10 million in annual advertising spend.

Challenge

In the highly competitive cable and satellite marketplace, Allconnect must allocate each search marketing dollar in the most effective way possible to stand out in search results.

Lack of keyword-level visibility for calls from mobile click-to-call ads made attribution and the ability to optimize a challenge.

"Marchex Search Analytics addresses a major blind spot for us and allows us to optimize our campaign based on phone calls that drive sales by keyword."

Brad Roberts, Vice President Digital Marketing

THE RESULTS

- ◆ Boosted profit for click-to-call campaigns by 50%
- ◆ Decreased its cost-per-acquisition by 43%

Solution

With Marchex Search Analytics, the only solution to deliver 100% keyword attribution for click-to-call, Allconnect was able to have complete visibility into which keywords were driving phone calls from paid search.

Results

With Marchex Search Analytics, Allconnect optimized its campaigns, boosted return on investment and decreased its cost per acquisition.

Learn more at Marchex.com
or call 800.914.7872