



# A leading auto insurance company increased their new quotes by 170% with Marchex Call Marketplace

AUTO  
INSURANCE

MARCHEX CALL  
MARKETPLACE

INCREASE NEW  
QUOTES

## The Customer

Our customer is a leading provider of auto insurance, commercial insurance products, and other financial services with more than 10,000 agents in the U.S. They manage various digital marketing programs that generate thousands of inbound calls per year. Our customer relies on calls to drive sales—or in this case quotes for new customers.

## The Challenge

Our customer was tasked to find a pay-per-call ad network solution that could drive qualified calls to their agents and to help supplement their other marketing programs. They needed a solution that could drive new customer calls efficiently and create a caller experience that matched their marketing goals.

## The Solution

Marchex Call Marketplace provided a pay-per-call solution that combined a digital ad network powered by our call analytics technology and customized campaign optimization expertise. Mobile ads were placed across trusted mobile publishers and ran efficiently through media channels for volume and optimal performance.

## KEY RESULTS<sup>1</sup>

- ◆ Inbound calls with the highest intent to convert
- ◆ 170% increase in new quotes
- ◆ Over \$700K from new quote conversions

The capabilities of Call Marketplace, including interactive voice response (IVR) filters and automated call scoring with our speech technology, ensured that our customer only paid for phone calls with the highest that matched their criteria.

## The Results

With the implementation of Marchex Call Marketplace, our customer saw huge improvements in their KPIs in just six months.

<sup>1</sup> Results are from customer data covering a 6-month time frame in 2017.