



Cable company gains new customers with Marchex



CABLE AND SATELLITE

MARCHEX SEARCH ANALYTICS

OPTIMIZE CAMPAIGNS

A leading cable and satellite company improved paid search performance by 20% with Marchex Search Analytics

Our customer is a leading provider of cable, internet and voice services that manages a paid search program with millions of keywords, complex ad targeting and more than \$20 million in annual spend. The customer's goal was to reduce cost-per-conversion from telesales and improve media efficiency for their paid search program overall.

Challenge

Our customer drives sales from e-commerce and telesales, yet only can optimize for e-commerce. They needed a solution that could connect a phone sale to a keyword and have that data pushed directly into DoubleClick to allow them to fully optimize for all sales, e-commerce and telesales.

Solution

Marchex Search Analytics provided keyword level conversion data for telesales in real-time directly into DoubleClick. This enabled the customer to optimize bids to drive e-commerce and telesales, maximize

THE RESULTS

- ♦ Decreased cost-per-conversion from telesales by 33%
- ♦ Increased new customers from telesales by 7%
- ♦ Improved overall paid search performance by 20% (e-commerce and telesales programs combined)

media efficiency and improve overall paid search metrics.

Results

With the new telesales data combined with their e-commerce data, the customer made the following optimizations: paused keywords that were not profitable during certain times of the day, shifted budget towards locations with higher profitability, and improved ad creation by focusing on content that drove telesales and e-commerce.

Learn more at [Marchex.com](https://marchex.com)
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