



Clearlink gains new leads with Marchex

TELECOMMUNICATIONS

MARCHEX CALL
MARKETPLACEINCREASED
QUALIFIED LEADS

Marchex delivers 15% conversion rate for Clearlink's new customer campaigns

A leader in conversion services, Clearlink selected Marchex Call Marketplace to deliver callers who are qualified to be new customers. As a result, Clearlink is benefiting from an increased volume of inbound qualified callers and optimized campaigns that meet their profit goals.

Client

Clearlink provides content and conversion services to home services brands, for example: AT&T, CenturyLink, Frontier, and Verizon. With two call centers, Clearlink acquires new customers for their clients by generating and converting inbound leads – millions over the past decade. Innovative with new marketing approaches, Clearlink has experienced double digit growth for the past eight

"Marchex's Account Management team has really helped to grow our program – for volume and for profitability."

TJ Kolanko, Strategic Partnerships – Clearlink

THE RESULTS

- ♦ Increased volume of qualified leads
- ♦ 15% conversion rate for new customer campaigns
- ♦ Exceeded call quality goals
- ♦ Optimized campaigns for volume, profit and cost-per-acquisition

years. Many shops also depend on phone agents to follow guidelines to ensure calls convert to customers.

Challenge

Due to their business model, Clearlink's success increases with each new customer delivered to a client. In 2012, they sought a way to increase the volume of high-quality leads coming into their call centers. Based on the increasing trend of U.S. adoption of smartphones, Clearlink decided to invest more budgets in mobile pay-per-call advertising.

Solution

Looking for more than just incremental calls, Clearlink sought a company that could be their strategic partner. Clearlink selected Marchex because Marchex Call Marketplace can deliver:

- Callers who are qualified as potential new customers
- Unique access to voice Directory Assistance channel
- An Account team who optimizes campaigns for Clearlink's goals
- The ad placement transparency needed to ensure consistent treatment of brands
- Flexibility in supporting each client's unique requirements



Results

Clearlink gained the access and visibility needed to optimize campaigns and deliver qualified leads.

Results included an increase in the number of leads and a 15% conversion rate for new customer campaigns.

Learn more at [Marchex.com](https://marchex.com)
or call 800.914.7872