



# Education company increases registrations with Marchex

EDUCATION

MARCHEX CALL  
MARKETPLACE

INCREASE LEADS

A leading for-profit education company achieved a call-to-lead ratio of 50%, driving thousands of new leads and registrations with Marchex Call Marketplace.

*Our customer is one of the largest for-profit education companies in the United States with dozens of locations and hundreds of thousands of students. We work with the digital marketing teams to increase quality leads and enrollments with specific targets for cost per lead and cost per registration that fluctuate by season and by degree. The customer's goal was twofold. First, to acquire incremental enrollments. Second, to convert a higher rate of inbound phone calls into leads and registrations.*

## Challenge

In a highly competitive market, our customer was looking to boost inbound phone calls that turn into leads from new digital publishers. They needed a solution that could drive new student calls efficiently and create a caller experience that matched their business goals.

Our customer was looking to generate leads for all of their programs, including business and nursing and reach students across the country. Finally, they were looking for insights on how to improve the caller experience to capitalize on these new callers.

## THE RESULTS

- ♦ Within 60 days, an inbound call to lead ratio of 50% was achieved
- ♦ New student registrations came from 48 of 50 states (for a variety of registrations)

## Solution

Our customer leveraged the Marchex Call Marketplace to acquire an increase of quality phone calls, and activated the capabilities of Marchex Call Analytics, including interactive voice response (IVR) measurement. Automated call scoring with Marchex Call DNA ensured that our customer could effectively measure the success of the program and make operational improvements. The technology quickly identified underperforming advertising channels so budget could be routed to the partners that deliver the highest-quality phone calls.

The customer leveraged reports from the Marchex Institute, which highlighted both successful and mishandled calls in order to optimize the call experience. The results were significant improvements in media and operational efficiency.