



IHG increases bookings with Marchex

TRAVEL
INDUSTRY

MARCHEX CALL
MARKETPLACE

INCREASED
ROI

Marchex Call Marketplace fills rooms for InterContinental Hotels Group

As one of the world's leading hotel companies, with more than 5,300 hotels in almost 100 countries, IHG's purpose is to provide True Hospitality for everyone, whoever and wherever they are in the world.

Challenge

IHG is faced with an ongoing challenge of cost-effectively filling as many rooms as possible while competing with other lodging providers. To manage filling those rooms, IHG's call center operation has agents prepared to convert inbound calls to bookings and manage inventory across hotel properties. This makes them an ideal candidate for Pay For Call (PFC) advertising.

Solution

PFC advertising provides the ability to drive, measure, and monetize quality phone calls from consumers to business advertisers. Marchex developed and continues to execute a PFC advertising campaign for IHG, placing advertisements designed to generate calls across more than 100 online and mobile media sources.

KEY RESULTS

- ♦ Achieved 39:1 return on spend with Marchex Marketplace
- ♦ Higher conversion rate with Marchex

The Marchex product includes interactive voice response (IVR) filters. For IHG, this filtering—along with other call quality requirements—ensures IHG only pays for calls that meet their parameters—never misdials, short calls, hang-ups, pocket calls or general customer service inquiries.

Results

As a result of their Marchex Call Marketplace campaign, IHG sees an average conversion rate (bookings to calls) of 12% which is a higher average than the company sees with other media partners that run through their call center. Additionally, the company sees a 39:1 return on spend with Marchex.

In a fiercely competitive industry, IHG has been able to exceed their advertising goals and improve conversion rate. The Marchex Call Marketplace delivers a human connection in the digital age by pairing advanced technology and mobile devices with the most basic form of communication, the telephone call.