



# Location3 boosts client revenue with Marchex and DoubleClick



DIGITAL AGENCY

MARCHEX CALL  
ANALYTICSIMPROVED  
CAMPAIGN RESULTS

## Marchex and DoubleClick helped Location3 increase monthly call volume by 83%

*Location3 is a digital marketing agency that delivers enterprise-level strategy with local market activation. The company helps franchises and brands create consumer response and awareness advertising campaigns.*

### Challenge

For national brands with a local presence, reporting on performance across multiple campaigns is a main pain point. Reporting isn't clear to customers; Location3 looks for solutions to pass along true metrics that can help the end user grow their business.

"Our customers want to have multi-channel attribution, and DoubleClick allows us to have a central location for campaigns. Our integration with Marchex and DoubleClick show us the impact of our advertising campaigns. Based on the needs to have multi-channel, DoubleClick allows us to have a central location for display campaigns."

Jim Halligan, Director of Paid Search

### THE RESULTS

- ♦ Increased monthly average call volume by 83% across all campaigns
- ♦ Saw a 18% lift in average call duration across all campaigns
- ♦ Drove additional revenue for some clients
- ♦ Lowered cost-to-sales revenue for some clients

### Solution

DoubleClick allows Location3 to have a centralized tracking platform to run display, search, and view the full impact on the path to attribution. Marchex Call Analytics data is surfaced directly to their DoubleClick platform, so they can easily attribute phone calls across all campaigns.

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