



Wireless provider gains new subscribers with Marchex



TELECOM

MARCHEX CALL
MARKETPLACEBOOST CAMPAIGN
PERFORMANCE

Major wireless provider increases new subscriptions by 165% year over year with Marchex Call Marketplace

A major national provider of wireless voice, messaging, and data services capable of reaching over 293 million Americans.

Challenge

The wireless provider wanted to find a solution to drive incremental sales, while keeping their cost per new subscriptions within an acceptable target. To make an immediate impact on their sales, Marchex proposed applying a P2 approach (securing second position paid search ads) to their search strategy.

"We are very excited about the P2 strategy that the Marchex in-house Search Team has implemented. Our fears of disrupting the existing Search approach were quickly dissolved as we saw immediate results; the competition was displaced and call volume increased."

Wireless Customer

THE RESULTS

- ◆ Increased new subscriptions by 165%
- ◆ Increased tele-sales customer calls by 196%
- ◆ Increased total calls delivered by 259%

The wireless provider expressed four main concerns with the suggested solution: conflicts with the existing branded search campaign (in light of their existing P1 search strategy), an increase in the campaign CPC, brand control and maintenance, and disruption of the current agency/in-house search strategy.

Solution

The wireless provider and Marchex implemented a collaborative P2 strategy, leveraging the in-house Search team at Marchex. This seamless, low-cost strategy paid immediate dividends to their paid search approach. Marchex was able to efficiently ease into the auction without disrupting the client's existing brand search strategy, while adding a significant boost in new subscriptions. The collective approach secured P2, protected the client's flank by displacing unwanted competition, and was even able to help reduce CPCs for the client, all while enhancing their brand footprint with cohesive messaging.