



A top agency achieved 3X their ROI using Marchex Search Analytics

AGENCY

MARCHEX SEARCH
ANALYTICS

INCREASE IN ROI

With the help of Marchex Search Analytics, our customer achieved 3X the return-on-investment and was able to understand the value they were driving from their nonbrand paid search efforts, giving them full confidence in their bidding strategies for calls.

They expect to continue the use of Marchex Search Analytics to optimize this data, and plan to use the product for their brand campaigns in the future.

The Challenge

Our customer has a client running call extensions on their non-brand search campaigns. The challenge was finding the value driven from phone calls from their marketing efforts. In order to do this, the agency needed visibility into their calls at the keyword level in order to identify new keyword opportunities and better optimize their ad spend. Additionally, they wanted this rich conversion dataset available in their bid management platform so they could take advantage of automated bidding.

KEY RESULTS¹

- Leveraged automated bidding within their bid management of choice, DoubleClick Search
- Modified bidding strategies to optimize towards high value calls
- Shifted budget away from low performing keywords
- Reinvested budget into new non-brand opportunities

The Solution

Marchex Search Analytics solved this problem by giving the agency visibility into the value driven from these calls at the keyword level and pushed this data directly into their bid management platform. Their client was able to utilize DoubleClick's automated bidding to make campaign adjustments towards high value calls for the first time. The agency valued that we could integrate with all of the leading bid management platforms and deliver actionable keyword insights to help their client achieve to optimize their paid search campaigns to meet their ROI goal.

¹ Data was provided by the Client's Agency, 2016.