



Auto repair enterprise drives new sales

AUTO
SERVICES

MARCHEX DISPLAY
& VIDEO ANALYTICS

OPTIMIZE
AD SPEND

Marchex connects the dots between display, video, paid search and conversions

Marchex client in the auto industry needed a way to measure the impact of display and video advertising combined with paid search on a consumer's path to purchase to inform their future media optimizations.

While this is an industry-wide challenge, our client was focused on whether the money they were spending on digital campaigns was not only bringing in new customers, but delivering to an optimized audience that would be receptive to their marketing message. In order to better understand their customer's journey from online interactions to an offline customer, they turned to Marchex for help.

Customer

Marchex was approached by a director of digital marketing, working for a leading provider of auto repair in North America. The director is responsible for all paid search and display programs, managing millions of search keywords, 100 million+ display impressions per month and complex ad targeting.

This director wanted what many people in this position want: To reduce cost-per-conversion from inbound phone calls and improve media efficiency for their paid search and display programs overall.

KEY RESULTS

- ♦ Learned true ROI for display and video spend
- ♦ Discovered how the interplay between display and video impacts search campaigns
- ♦ Gained visibility at both the keyword and display ad placement levels
- ♦ Optimized ad spend to reduce costs
- ♦ Increased sales by optimizing channels

Challenge

The task for Marchex was straightforward: Save our customer money while making their ads more effective. The customer had a significant digital advertising budget covering search, display, video and other digital tactics. They were receiving 100% of their new customers from inbound phone calls and in-store purchases, and without the proper tools in place, had difficulty in understanding how all of their different channel spends were contributing to customer conversions.

Solution

What was needed were the proper tools for visualizing, understanding and optimizing offline call conversions. At Marchex's suggestion, our customer implemented two sets of tools: Marchex Search Analytics and Marchex Display & Video Analytics. Combining the 100% attribution power of Search Analytics with the ability to follow a consumer's path-to-conversion with Display & Video Analytics allowed our customer to dig into what led to a phone call, and what made that phone call convert.

When the customer implemented Marchex Search Analytics, they were able to track and measure every keyword of the millions in their arsenal. By adding this data to the bid management platform they were already using, our client could now fully understand which keywords were driving sales from the mobile users who would call their business.

By adding Marchex Display & Video Analytics to the mix, our client gained an omnichannel view into the ROI of programmatic campaigns by connecting the offline behavior of customers, the phone call, directly to the impression data of their display campaigns. This uncovered that display and video drove 10% of incremental offline sales, while up to 12% of calls driven by paid search were influenced by display and video ads.

By implementing these tools, the client could now view all the conversion data within their digital marketing campaigns. This complete picture enabled the client to discover three important items:

- True ROI for display and video spend
- How the interplay between display and video impacts search campaigns
- Visibility at the both keyword and display ad placement levels, enabling optimizations that reduce cost and increase sales

Conclusion

Varying digital media programs work at different points of the consumer research and buying journey. With Marchex, digital marketers now have the power to measure the ROI performance of search, display and video by connecting offline phone calls with paid search performance and display and video impressions. The more data you're able to gather, the better you are able to enact highly-effective media optimizations, driving your message through the channels that are best for your business.



To learn more, visit [Marchex.com](https://marchex.com)
or call 800.914.7872.