

A man in a grey shirt and tie is kneeling next to a car with its hood open. He is looking at a tablet computer. The background is a blurred outdoor setting, possibly a car lot or repair shop.

Marchex<sup>®</sup>

How a leading insurance provider drives more calls and new business

# Gain more qualified calls to lower new customer acquisition cost

The insurance industry is changing quickly, and finding new customers—fast and cost-effectively—is critical for carriers to compete. Digital marketers in the insurance industry face the challenge of finding more new customers within budget, and so strive to optimize campaigns and lower cost per acquisition (CPA). Successful advertising means more leads and lower costs, and missing the mark means losing out to the competition.

Leading insurance marketers have learned that adding a call marketplace into their marketing mix is the key to attracting more new customers while reducing the cost of acquiring them.

We analyzed calls from a top insurance company that uses Marchex Call Marketplace, a mobile ad network for buying high-quality calls. Our goal was to determine how effectively a call marketplace helped drive new customers and increase conversion rates.

During this time frame,<sup>1</sup> the insurance company experienced a 170 percent increase in new quotes, and over \$700,000 in conversions. This shows how Marchex Call Marketplace delivered inbound calls with high intent to convert.

## MARCHEX CALL MARKETPLACE RESULTS FOR A TOP INSURANCE COMPANY

170% increase in new quotes

Over \$700K from new quote conversions

Inbound calls with high intent to convert



<sup>1</sup> Results are from customer data covering a 6-month time period in 2017.

# How to find and convert more of your best customers with Marchex Call Marketplace

Marchex Call Marketplace combines technology and marketing expertise with call analytics data to optimize marketing campaigns targeted to the high-intent customer, resulting in more qualified calls and reduced acquisition costs.



1

Company sets parameters for qualified calls.



2

Marchex team runs digital ad campaigns on Marchex Call Marketplace to drive phone calls to the customer.



3

Inbound calls are filtered with Marchex's Clean Call<sup>®</sup> spam blocking technology, and based on responses using Marchex Interactive Voice Response (IVR) system, qualified calls are routed to the company's call center.



4

Calls are answered by the company and they only pay for calls that meet their pre-determined criteria.

## Marchex Call Marketplace benefits

Marchex Call Marketplace brings together vetted publishers and digital marketers experienced with Marchex technology to conduct targeted campaigns that result in high-quality leads, typically at a cost lower than the customer typically achieves on their own.

### Performance-based media

Top-tier, vetted publishers in Marchex Call Marketplace ensure your ads appear to high-intent consumers, helping you acquire new customers while lowering acquisition costs.

### Campaign optimization

Marchex manages your campaigns in real-time, so you can test ads and allocate media budget to higher-performing channels.

### End-to-end solutions

Easily and quickly onboard to immediately start receiving qualified customer calls.

**Marchex Call Marketplace is helping insurance companies identify opportunities to gain new customers, improve the customer experience, and reduce acquisition costs.**

To learn how Marchex can help your insurance business convert more callers to new customers, visit [Marchex.com](https://marchex.com) or call 800.914.7872