

A man with a beard, wearing a dark suit jacket over a light-colored button-down shirt, is smiling and talking on a white mobile phone. He is looking slightly to the right. The background is a blurred office setting with windows. A blue banner is in the top left corner, and a pink banner is at the bottom of the page.

Marchex[®]

How a leading telco
provider drives more
business over the phone

Telco company gains more qualified calls and increases number of subscribers

The telecommunications industry is changing quickly, and finding new customers—fast and cost-effectively—is critical for carriers to compete. Digital marketers in the telco industry face the challenge of finding more new customers within budget, and so there is a constant need to optimize campaigns, find incremental channels and lower customer acquisition costs. Successful advertising means more quality leads and lower costs, and missing the mark means losing out to the competition.

One of the country's top telco providers turned to Marchex and our proven call network to drive more calls to its call centers. Phone calls are an effective marketing channel for adding new subscribers, so boosting call volume on a performance basis was part of the telco's strategy. The Marchex mobile ad network delivers high-quality calls and transparent ad placements while supporting the company's business requirements.¹

Marchex helped increase call volume by over 70 percent and helped increase the number of subscribers by over 50 percent.²

MARCHEX CALL NETWORK DRIVES:

Over 70% more customer calls | Over 50% more new subscribers



¹ Qualified calls meet certain criteria set by the customer, such as call duration and caller intent.

² A new subscriber represents a new customer. Data for this analysis from Q2 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
Telco company sets parameters for qualified calls.



2
Marchex team runs digital ad campaigns on the Marchex Call Marketplace to drive phone calls for the customer.



3
Inbound calls are screened via the Marchex interactive voice response (IVR) and filtered through the Marchex proprietary spam blocker. Qualified calls are routed to the telco company's call center.



4
Calls are answered by the telco 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 Marchex technology to conduct targeted campaigns that result in high-quality leads, typically at a cost lower than the customer achieves on their own.

Performance-based media

Top-tier, vetted publishers in the 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 calls.

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

To learn how Marchex can help your telco business convert more callers to new customers, visit Marchex.com or call 800.914.7872