



An insurance company increased new quotes by 170% with Marchex Call Marketplace



INSURANCE

MARCHEX CALL
MARKETPLACEINCREASE NEW
QUOTE REQUESTS

The Customer

Our customer is a leading provider of commercial insurance products and other financial services, with more than 10,000 agents in the United States. The company manages various digital marketing programs that generate thousands of inbound calls per year. They rely on calls to drive quote requests for new customers.

The Challenge

Our customer was tasked to find a pay-per-call ad network solution that could drive qualified calls to their agents. In addition to supplementing its marketing programs, the company needed a solution that could drive new customer calls efficiently. It was important that the caller received an excellent customer experience. They needed a solution that could drive new customer calls efficiently and create a caller experience that matched their marketing goals.

The Solution

To gain more high-intent inbound calls, the company employed Marchex Call Marketplace, a pay-per-call ad network solution that extends the reach of digital marketing programs. The Marchex Call Marketplace provided a pay-per-call solution that combined a digital ad network powered by our call analytics technology and customized campaign optimization expertise.

KEY RESULTS¹

- ◆ Received new inbound calls with the highest intent to convert
- ◆ 170% increase in new quotes
- ◆ Over 700K from new quote conversions

Mobile ads were placed across trusted mobile publishers and ran efficiently through media channels for volume and optimal performance.

The capabilities of Call Marketplace, including interactive voice response (IVR) filters and automated call scoring with our speech technology, ensured that our customer only paid for phone calls that matched their criteria.

The Results

With the implementation of Marchex Call Marketplace, our customer saw huge improvements in their KPIs in just six months.

Results include more inbound calls with a high-intent to convert. Our customer saw a 170-percent increase in new quotes during the six-month period that drove over \$700 thousand in new policies.

¹ Results are from customer data covering a 6-month time frame in 2017.