



# A leading digital marketing agency uses Marchex to reduce costs in search spend and exceed client's expectations

MARKETING  
AGENCY

MARCHEX CALL ANALYTICS  
MEDIA EDITION

INCREASE IN ROI

## The challenge

Our customer is a leading digital marketing agency that specializes in search marketing, consulting, local listing management, social media, and display advertising. The agency's clients depend on them for digital marketing expertise to achieve strong performance and results. The challenge the agency faced was understanding which keyword segments drove calls to their clients' store locations. Search competition continues to grow, so having an edge against competitors and keeping costs down is vital to this agency.

## The solution

The agency implemented Marchex Call Analytics to better understand which keyword segments drove the best results. The agency accessed their call data automatically in Kenshoo<sup>1</sup>, their bid management platform that integrates with Marchex. This allowed the agency to leverage automated bidding and to focus on efficiencies between all their brand and non-brand paid search campaigns. By having this new keyword level insight into how their search efforts impacted stores, the agency lowered their client's cost-per-lead by 60% across their entire paid search portfolio.<sup>2</sup> They also increased new customer volume by 72% year-over-year with a decrease in ad spend.<sup>3</sup>

## KEY RESULTS

- Provided client insights into new customer offline outcomes at the keyword level
- Surfaced call data within their bid management platform for easy access and optimization
- Lowered agency client's cost-per-lead by 60% while increasing new business outcomes
- Increased new customers by 72% YoY with a decrease in ad spend

"For the first-time, we now have access to keyword-level call data, allowing our search marketing experts to better understand how our paid search efforts are driving calls or offline outcomes for our clients. Marchex integrates the offline metrics we need directly into Kenshoo, so we can utilize automated bidding to optimize our campaigns to drive the best results. Marchex has helped us reach our goals in lowering our CPL by 60% and increasing new customer growth by 72% year over year."

**Digital Marketing Manager, Marchex Agency Client**

<sup>1</sup> Agency used Kenshoo as their bid management platform. Marchex integrates with the leading bid management platforms.

<sup>2</sup> Data was provided by the Client's Agency, 2017

<sup>3</sup> Data was provided by the Client's Agency, 2017