



5

Things to Discuss with Your Display and Video Analytics Provider

Connect Display and Video Ads to High-Intent Calls

What's Inside?

- 2** Bridge the Online-to-Offline Gap
- 3** Connect Your Online Creative with Offline Commerce
- 4** 5 Things Your Web Analytics Provider Should Be Able to Deliver for You
- 5** The Road Ahead



Bridge the Online-to-Offline Gap

The growing variety of customer touch points in our omnichannel world means that marketers need to take a coordinated, cross-functional approach to finding, understanding and acquiring customers as they move between online and offline experiences.

With more than \$7 Trillion¹ of consumer commerce happening offline, the pressure is on for display and video (D&V for short) marketers to demonstrate how their online expertise can help attract and acquire these customers once they move offline.



Connect Your Online Creative with Offline Commerce

Display and video advertising lets marketers convey emotion, key benefits, and solutions with a mix of cool music, graphics, and images, or in one sentence that captures a mood and piques our interest.

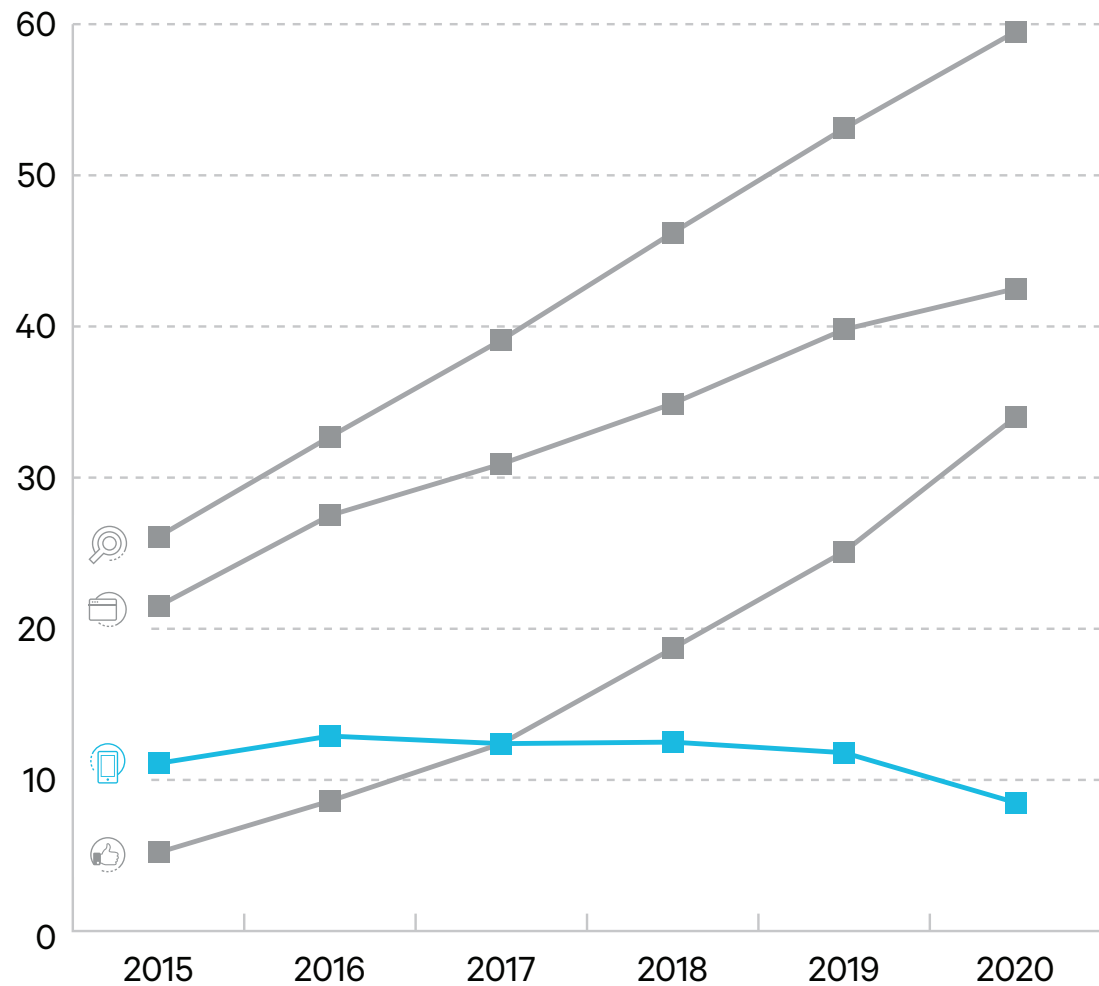
And now the creative team can finally test, iterate, measure and prove the bottom-line value of their concepts thanks to digital D&V advertising. But the party is over if your customer moves offline...or is it?

If a significant portion of your company's revenue comes from customers who call or come to your showroom, it's important that you get your fair share of credit when your D&V ads deliver high-intent callers who become customers. Upping the game with your display and video analytics provider is a great place to start.

Start the Conversation

Omnichannel marketing is a team effort. Initiate discussions with your marketing and sales colleagues to see if they too can benefit from data that connects your D&V marketing efforts to the customer experiences that generate high-intent calls. Then talk with your D&V analytics provider to see if they can deliver the online to offline data your organization needs.

Business calls from mobile click-to-call, by channel¹



Search



Site



Display



Social

5 Things Your Display and Video Analytics Provider Should Be Able to Deliver for You:

1 Help you understand the true ROI from your advertising strategy

The challenge for marketers whose companies are dependent on calls to drive revenue is that there is no consistent or common consumer ID between the online ad impression event and the subsequent phone call by the prospect. That means that DoubleClick Manager (DCM) is unable to attribute click and view-through for offline purchases through calls, and the marketer is unable to tie their work to the full customer journey. However, new vendors are coming onto the market who address just this issue—by tying the consumer phone number from the call transaction event and translating it into the DCM ID in real-time, DCM is then able to attribute click and view-through data for these offline purchases, getting the D&V marketer back into the mainstream of the customer journey.

2 Deliver real-time results to impact marketing strategy

Marketers are placing bets everywhere, everyday on the right place to show up for a potential customer—where to interact, what sites to embed on, and finding new places where their customers hang out. The key

in such a competitive market is to get this insight before your competition, so you can adjust your strategy and convert more prospects. This means getting the results of your display and video campaign data on the spot and using it to test, adjust and iterate to improve your customer acquisition stats. This could mean finding new publishers, placements, or new content. It could even mean finding a new job or new budget. It's a cut-throat market for space and premium positions today, not to mention the attention and eyeballs of your potential customers. Savvy marketers test and learn before they heavily invest in their display strategies—and having real-time insight into these tests is the key driver in their success.

3 Get you the credit you deserve for your display and video budget

You know better than anyone that only a very small percentage of viewers of your ad or video click through and instantly turn into customers—maybe 2% (give or take) if you're having a great month, right? Most often, display marketers are forced to take a slice of the credit from the digital leaders for their efforts. And in a marketing environment where every dollar is being scrutinized, and your budget is often a target for the bright lights given the cost of creative design,

1 in 500,000
display impressions drives an immediate call. But expand the window to two weeks and the odds improve to one in 8,000.²

it's more important than ever that you get the credit you deserve for your work. Reducing display and video cost-per-acquisition is a sure-fire way to prove the value of this digital marketing channel to an offline sale. Your vendor should be able to show you double digit returns here—50% reductions in CPA are not unusual—so be sure you ask.

4 Easy set up and integration

When you're marketing in an omnichannel world and need to tie offline calls back to the digital display and video ads in your marketing mix, many vendors start to lose the plot. They may require 3rd party plug-ins and integrations to tie back the offline outcome to your

existing systems. They may require special training, additional cost, and new dashboards and products that you just don't have time to learn or adopt—or quite frankly, to pay for. You need it now, you need it to work with what you already have, and let's face it, you need to start getting credit ASAP. Ensure your vendor works at your speed and expectations and doesn't take away ROI from your bottom line by adding on extra costs.

5 **Drive cost-effective performance improvements in your display and video strategy**

Marketers are always on the lookout for the silver bullet—the magical tagline, ad, or value proposition that hits the bulls-eye and provides that rare moment where everything aligns and you sweep the market. But outside of maybe the iPhone and New Coke (kidding), you know that these opportunities rarely come along. Instead, it's a daily slog to try to improve around the edges—dropping CPA by pennies, increasing impressions and engagement by percentage points. You need to rely on your display and video analytics vendor to deliver real-time insights that can help you understand the margins—which display position is yielding the most impressions and calls—which places are you overbidding and underbidding on—where is your competition having the most success—these are all questions that your vendor should be providing you answers to, helping to drive the cost efficiencies and improvements in strategy that yield higher results for your hard work.

The Road Ahead

Display and video marketing is an increasingly critical component of the digital marketing mix. But in an environment where marketers are being called upon not just to generate impressions, but leads, calls, and customers, it's often difficult to attribute the offline behavior to something that a prospective customer may have seen while they were in the online portion of their customer journey. Now more than ever, today's marketers have new tools and solutions at their disposal that tie their hard work and creative passion directly to the phone call that turned the viewer into the customer. Ensure the vendor you're working with can meet the objectives you have for your display and video strategy!

About Marchex

Marchex understands the best customers are those who call your company - they convert faster, buy more, and churn less. Marchex provides solutions that help companies drive more calls, understand what happens on those calls, and convert more of those callers into customers. Our actionable intelligence strengthens the connection between companies and their customers, bridging the physical and digital world, to help brands maximize their marketing investments and operating efficiencies to acquire the best customers.

Please visit www.marchex.com, marchex.com/blog or [@marchex](https://twitter.com/marchex) on Twitter (Twitter.com/Marchex), to learn more about us and the rapidly evolving omnichannel analytics industry.

Have questions? Please visit www.marchex.com/contact.

1. Getting to \$72 Billion: BIA/Kelsey's Mobile Ad Revenue Forecast, BIA/Kelsey, 2017.
2. CALL COMMERCE: A \$1 TRILLION ENGINE A CMO Guide to the Click-to-Call Opportunity, BIA/Kelsey, 2016.