

A man with a beard, wearing a dark suit, white shirt, and patterned tie, is smiling and talking on a mobile phone. The background is a warm, golden-yellow gradient with a faint target graphic on the right side.

5

Things to Discuss with Your Search Analytics Provider

Optimize Your Search Spend to Drive High-Value Calls

What's Inside?

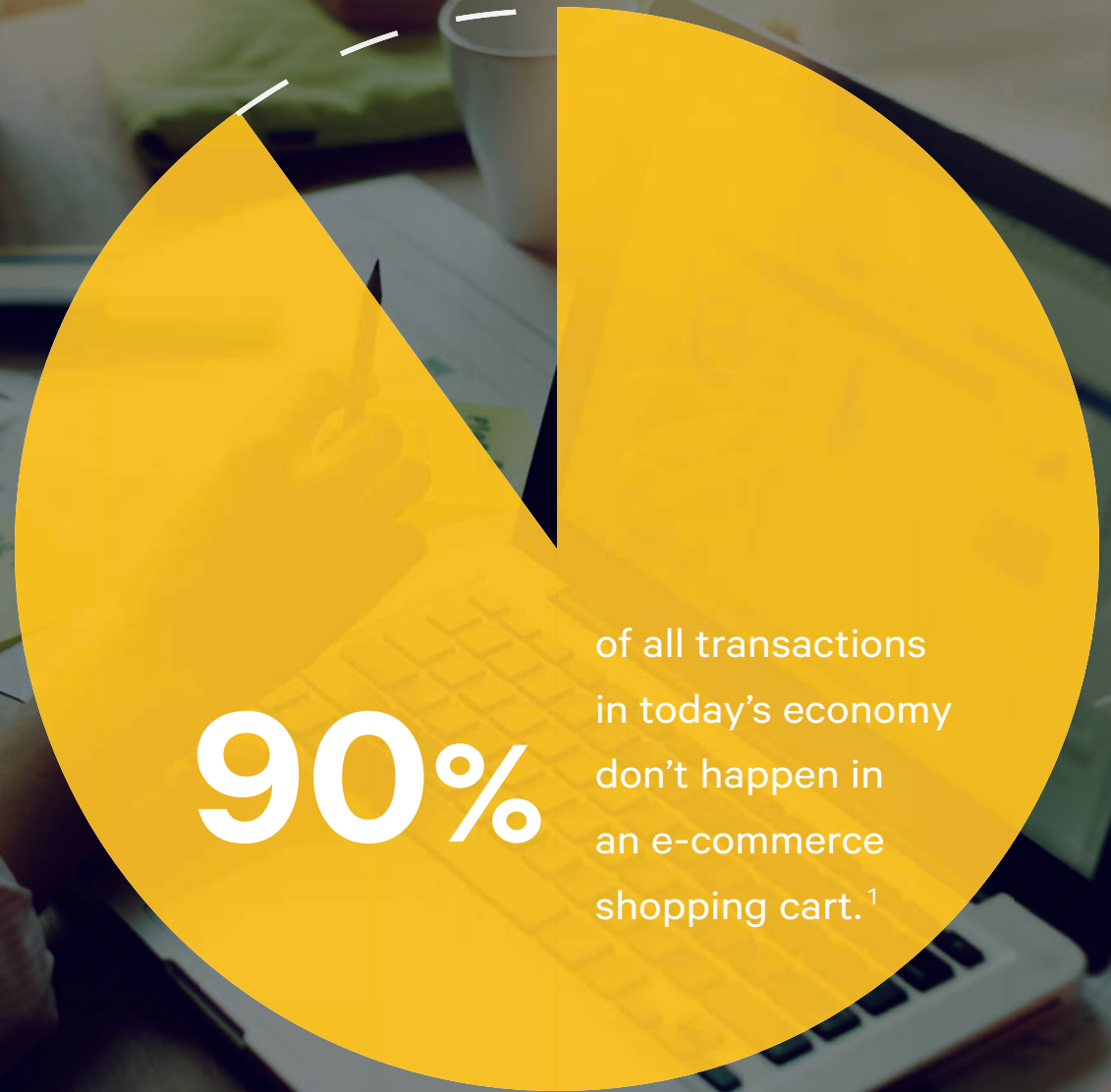
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Bridge the Online-to-Offline Gap

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 search marketers to demonstrate how their online expertise can help attract and acquire these customers once they move offline.



90%

of all transactions in today's economy don't happen in an e-commerce shopping cart.¹

How to Shine When You're in the Spotlight

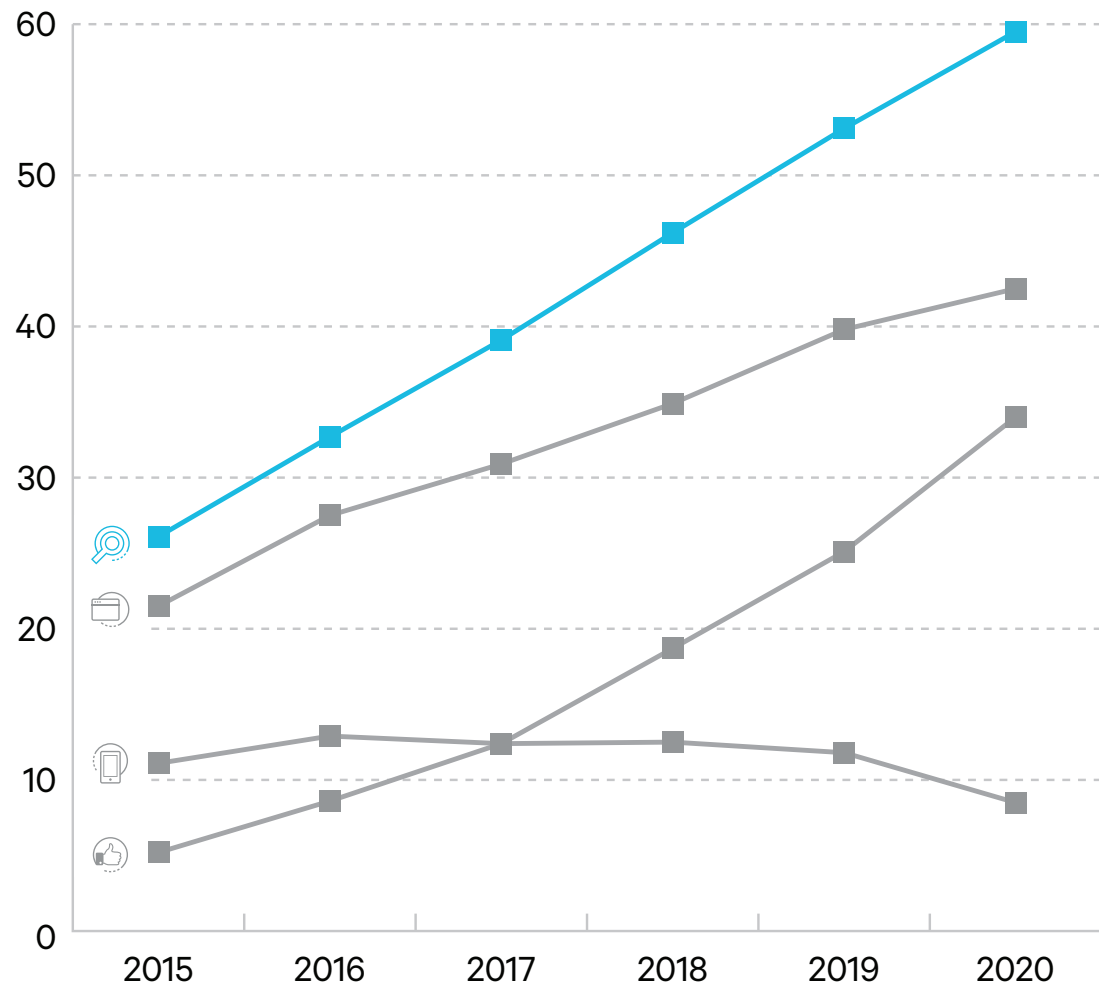
Search marketers today are at the epicenter of driving marketing results—both online and offline. This unprecedented opportunity also comes with a greater responsibility to spend your SEO/SEM budget wisely and accountant for tangible results.

If a significant portion of your company's revenue comes from customers who call or come to your showroom, it's imperative that you can show that your search strategies are driving traffic, and delivering high-intent prospects who are likely to become customers. Upping the game with your search 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 search marketing efforts to the customer experiences that generate high-intent calls. Then talk with your search analytics provider to see if they can deliver the online-to-off line data your organization needs.

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



Search



Site



Display



Social

5 Things Your Search Analytics Provider Should Be Able to Deliver for You:

1 100% keyword-level attribution for all calls from your paid-search campaigns

As a digital marketer in a mobile commerce environment, you know that calls are the lifeblood of your search campaigns. With the help of call extensions and custom landing pages, you can focus on both the large bell-curved masses of customers searching on your main keywords, and the long-tail of specialized—often high-value customers—that are looking for something very specific. Today's leading search analytics solutions offer the ability to attribute your calls all the way down to the keyword level, enabling you to target the keywords that drive the high-intent callers.

2 Integration of call data back into your marketing workflows and dashboards

Sourcing keywords can provide insights that unlock new customer segments and opportunities, but that's only part of the equation. The key is being able to quickly integrate the data into your current bid management platform so you can act on it. Now you can use those insights to modify your bid strategies; get a complete picture of campaign ROI; and see which keywords are resulting in the highest quality phone

76% of people who conduct a local search on their smartphones visit a business within 24 hours and **28%** of those searches result in a purchase.²

calls. Being able to show the results of your search campaigns in real-time and the impact on CPA and revenue opportunities is a huge win for the leading search marketers today.

3 Customizable conversion scenarios that deliver on customer intent

Not all search conversions are created equally. While we want each keyword conversion to result in a sale, we know the focus is more often ongoing customer engagement. You need a search strategy that delivers the customer experience that your prospective, new, and existing customers need at that moment - especially when they need to call. This means having the ability to serve up a customized experience that ensures your customers get to the right person, right phone number, right landing page—you name it—to get the information they need right now. Today's best

search analytics providers make it possible to drive insights from these custom scenarios back into their bid management platform so you can fine tune your bidding strategy.

4 Automated campaign set-up that goes beyond click-to-call

As search marketers, you have a lot on your plate. And with hundreds, thousands, and for large companies, millions of keywords to manage, it's impossible to set-up everything on your own. Fortunately, the leading analytics tools today allow you to build automated call commerce campaigns based on the keywords you've selected and eliminate the manual busywork of your job.

Today search marketing is all about scale and agility. Gone are the days where you have the time—and

the interest—to go into every campaign and get into the details of its effectiveness. Increasingly, search marketers are managing millions of dollars of budget and vast product lines. The best products today help automate large portions of your job to allow you to focus on the most important insights that are moving the needle for your company—finding the prospect that turns into a customer.

5 Delivering high-intent data to you

It's no longer enough to just deliver a phone call to an agent. Marketers today are having their performance evaluated not just on the leads they provide, but the revenue that those leads actually generate. In many cases, search marketers are flying blind—they don't know what search terms and tactics actually convert into a call, and because they cannot access conversion data, they don't know which calls resulted in a new customer.

The leading search analytics providers today do both. Through integrated, yet sophisticated speech analytics algorithms, marketers are able to identify the calls that are most likely to convert into a sale and build their search strategies around these insights. It's this step—aligning your keywords to high-intent callers and key buying signals—that allows you to then tie your strategies to the ultimate measurement—revenue.

The Road Ahead

Search marketing has long been a combination of art and science. Today's search engines and bid platforms are sophisticated and ever-changing and require constant vigilance for the next update. But at the same time, your job is focused on what drives the prospect to call. And your search analytics provider should be ready with answers to the five things above to deliver to you. Having the answers to these questions and being able to go above and beyond what your boss is expecting from the search portion of their media spend is the difference between a flat budget and more budget; between being a specialized function and driving the marketing mix; and from becoming a cost center to ultimately driving revenue for your company. Ensure the vendor you're working with is aligned with these objectives!

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. I-Want-To-Buy-It Moments: Mobile's Growing Role in a Shopper's Purchase Decision, Web. <<https://www.thinkwithgoogle.com/articles/purchase-decision-mobile-growth.html>>. July 2016.