



A top agency achieved 3X ROI using Marchex Search Analytics

AGENCY

MARCHEX SEARCH
ANALYTICS

INCREASE ROI

Marchex agency customer drives calls via call extensions using paid search ads in non-brand campaigns.

One Marchex agency customer achieved a 3x return on investment with Marchex Search Analytics, validating its bidding strategy for its client, and helping the agency quantify the value they were driving from non-brand paid search efforts.


Challenge


The agency was confident in its strategy, but needed to show the value to its client. The challenge was quantifying the value of calls driven by its marketing efforts.

To prove it was adding value, the agency needed keyword-level visibility into its calls. With this information, the agency could learn which keywords were performing, and could identify new keyword opportunities to better optimize ad spend. With the right provider, the agency could also integrate this rich conversion dataset into its bid management platform so it could take advantage of automated bidding.

RESULTS¹

 Achieved
3X ROI

 Modified bidding strategies to optimize high value calls

 Leveraged automated bidding within DoubleClick Search



Shifted budget away from low performing keywords

Solution

The agency turned to Marchex to gain the insights it needed. Marchex Search Analytics provided visibility into which keywords were driving calls. It also pushed this data directly into DoubleClick, the agency's bid management platform, where the agency could make adjustments towards high value calls for the first time.

The agency valued the ability to integrate the data with its bid management platform and gain actionable keyword insights, so it could help optimize its client's paid search campaigns and meet their ROI goal.

¹ Data provided by Agency, 2016.