



Agency lowers client's CPL by 60% and increases new customer growth by 70% with Marchex

AGENCY

MARCHEX CALL ANALYTICS
MEDIA EDITION

GROW CUSTOMER BASE

Challenge

One of our customers 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 agency was challenged to understand which keywords drive calls to its client's store locations, and without this information the agency was unable to fully optimize the client's advertising budget.

Solution

To better understand which keyword segments drove the best results, the agency implemented Marchex Call Analytics. Since Marchex integrates with leading bid management platforms, the agency was able to access call data within Kenshoo.¹ This allowed the agency to leverage automated bidding and to focus on efficiencies between all its brand and non-brand paid search campaigns. By having this new keyword-level insight into how their search efforts impacted stores, the agency optimized its client's advertising budget, lowered costs and drove new customers.

RESULTS

60%↓

Lower cost-per-lead²

72%↑

Increase in new customers³

Provided insights into new-customer offline outcomes at the keyword level



"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

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

² Data was provided by the Agency, 2017

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