



Allconnect boosts campaign return-on-investment 50 percent with Marchex



TELECOMMUNICATIONS

MARCHEX SEARCH
ANALYTICS

INCREASE ROI

allconnect.

Marchex helps Allconnect optimize its click-to-call campaigns

Allconnect offers consumers a convenient single source comparison and connection to integrated media, broadband and other home services. The company manages 15 websites, 40 million paid search keywords and more than \$10 million in annual advertising spend.

Challenge

In the highly competitive cable and satellite marketplace, Allconnect must allocate each search marketing dollar in the most effective way possible to stand out in search results.

Lack of keyword-level visibility into calls from mobile click-to-call ads made attribution and the ability to optimize a challenge.

Solution

Since Marchex Search Analytics delivers 100% keyword attribution for calls from click-to-call ads, Allconnect gained complete visibility into which keywords were driving phone calls from paid search.

RESULTS

50% ↑

boost in return-on-investment for click-to-call

43% ↓

decrease in cost-per-acquisition

Optimized click-to-call campaigns



"Marchex Search Analytics addresses a major blind spot for us and allows us to optimize our campaign based on phone calls that drive sales by keyword."

Brad Roberts, Vice President Digital Marketing

To learn more, visit [Marchex.com](https://marchex.com) or call 800.914.7872.