



# A leading auto insurance company increased new quotes by 170% with Marchex Call Marketplace

AUTO  
INSURANCE

MARCHEX CALL  
MARKETPLACE

INCREASE NEW  
QUOTES

*A leading provider of auto insurance policies, commercial insurance products and other financial services works with Marchex to support its more than 10,000 agents across the United States. The company manages various digital marketing programs that generate thousands of inbound calls per year, and relies on calls to drive sales—or in this case quotes for new customers.*

## Marchex helps insurance company boost quotes and revenue

### Challenge

The company was tasked to find a pay-per-call ad network solution that could drive qualified calls to its agents and to help supplement other marketing programs. The solution needed to drive new customer calls efficiently and create a caller experience that matched ongoing marketing initiatives.

### Solution

The company chose Marchex to help it drive additional quality calls. Marchex Call Marketplace provided a pay-per-call solution that combined a digital ad network powered by Marchex Call Analytics

### RESULTS<sup>1</sup>

**170%** ↑  
Increase in  
new quotes



Additional inbound  
calls with the highest  
intent to convert

**\$700,000** ↑  
Additional revenue from new quote  
conversions during campaign time frame

technology with customized campaign optimization expertise. Mobile ads were placed across trusted mobile publishers and ran efficiently through media channels for volume and optimal performance.

The capabilities of Marchex Call Marketplace, including interactive voice response (IVR) filters and automated call scoring with proprietary speech technology, ensured that the company only paid for phone calls that matched their criteria. By implementing Marchex Call Marketplace, the insurance provider saw huge improvements in its marketing goals in just six months.

<sup>1</sup> Results are from customer data covering a 6-month time frame in 2017.