Marchex

Auto repair enterprise drives new sales

AUTO SERVICES	MARCHEX DISPLAY & VIDEO ANALYTICS	OPTIMIZE AD SPEND

An auto repair enterprise uses display and video advertising along with paid search to drive business.

Marchex connects the dots between display, video, paid search and conversions

Challenge

A Marchex auto repair enterprise customer needed a way to measure the impact of display and video advertising in addition to paid search on a consumer's path to purchase to inform their future media decisions.

While this is an industry-wide challenge, this company was focused on whether the money it spent on digital campaigns was bringing in new customer while delivering to an optimized audience that would be receptive to its marketing message. In order to better understand the customer journey from online interaction to offline customer, the company turned to Marchex for help.

The brand's digital marketing includes millions of search keywords, 100 million+ display impressions per month and complex ad targeting.

The company wanted to reduce cost-per-conversion from inbound phone calls and improve media efficiency for their paid search and display programs overall.

RESULTS

- Learned true ROI for display and video spend
- Gained visibility at both the keyword and display ad placement levels
- Optimized ad spend to reduce costs
- Increased sales by optimizing channels

The task for Marchex was straightforward: Help the brand optimize its media mix for maximum return on investment (ROI). The company received 100 percent of its new customers from inbound phone calls and in-store purchases. Without the proper tools in place, understanding how different channels contributed to customer conversions was difficult.

Solution

Tools were needed to visualize, understand and optimize offline call conversions. The brand implemented two sets of tools: Marchex Search Analytics and Marchex Display & Video Analytics.

Combining the 100-percent-attribution power of Search Analytics with the ability to follow a consumer's path-to-conversion with Display & Video Analytics allowed the company to dig into what led to a phone call, and what made that phone call convert.

When the company implemented Marchex Search Analytics, it was able to track and measure every keyword of the millions in its arsenal. By adding this data to the bid management platform it was already using, the company could now fully understand which keywords were driving sales from mobile callers.

By adding Marchex Display & Video Analytics to the mix, the brand gained an omnichannel view into the ROI of programmatic campaigns by connecting the offline behavior of customers, the phone call, directly to the impression data of its display campaigns, This revealed that display and video drove 10 percent of incremental offline sales, while up to 12 percent of calls driven by paid search were influenced by display and video ads.

By implementing these tools, the company could view all the conversion data within its digital marketing campaigns. The benefits:

· True ROI for display and video spend

· Understanding of the interplay between display and video impacts search campaigns

· Visibility at both the keyword and display ad placement levels, enabling optimizations that reduce cost and increase sales

Varying digital media programs work at different points of the consumer research and buying journey. With Marchex, digital marketers have the power to measure the ROI performance of search, display and video by connecting offline phone calls with paid search performance and display and video impressions. Bringing data together enables highly effective media across channels.

To learn more, visit Marchex.com or call 800.914.7872.