



# Cable company gains new customers with Marchex



CABLE AND SATELLITE

MARCHEX SEARCH  
ANALYTICS

OPTIMIZE CAMPAIGNS

A leading provider of cable, internet and voice services manages a paid search program with millions of keywords, complex ad targeting and more than \$20 million in annual spend. The company's goal was to reduce cost-per-conversion from telesales and improve media efficiency for its paid search program overall.

**A leading cable and satellite company improved paid search performance by 20% with Marchex Search Analytics**

## Challenge

The cable company drives sales from both e-commerce and inbound phone calls, yet only can optimize for its e-commerce campaigns. The company needed a solution that could connect a phone sale to a keyword, and wanted to be able to push that data directly into its bid management platform, DoubleClick, to fully optimize for all sales channels.

## Solution

Marchex Search Analytics provided keyword-level conversion data for telesales in real time, right in the DoubleClick platform. This enabled the company to optimize bids to drive e-commerce and telesales, maximize media efficiency and improve overall paid search metrics.

## RESULTS

**33%** ↓ decrease in cost-per-conversion from phone calls

**7%** ↑ increase in new customers from phone calls

**20%** ↑ improvement in overall paid search performance

With the new telesales data combined with its e-commerce data, the customer made the following optimizations: paused keywords that were not profitable during certain times of the day, shifted budget towards locations with higher profitability, and improved ad creation by focusing on content that drove telesales and e-commerce.

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