



An insurance company increased new quotes by 170% with Marchex Call Marketplace



INSURANCE

MARCHEX CALL
MARKETPLACEINCREASE NEW
QUOTE REQUESTS

A leading provider of insurance products and financial services with thousands of agents across the U.S. relies on phone calls to drive new business. The company manages various digital marketing programs that generate thousands of inbound calls per year, driving quote requests from potential new customers.

Challenge

The insurance company was looking to find a pay-per-call ad network solution that could drive qualified calls to its agents. In addition to supplementing its marketing programs with more phone calls, the solution needed to route calls efficiently so the caller received an excellent experience in accordance with the company's existing marketing initiatives.

Solution

To gain more high-intent inbound calls, the company employed Marchex Call Marketplace, a pay-per-call ad network solution that extends the reach of digital marketing programs. The Marchex Call Marketplace provided a pay-per-call solution that combined a digital ad network powered by Marchex Call Analytics technology with customized campaign optimization expertise.

RESULTS¹

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

Mobile ads were placed across trusted mobile publishers and ran efficiently through media channels for volume and optimal performance.

The capabilities of Call Marketplace, including interactive voice response (IVR) filters and automated call scoring with our speech technology, ensured that our customer 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.

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