



Location3 boosts client revenue with Marchex and Google Marketing Platform

DIGITAL AGENCY

MARCHEX CALL
ANALYTICSIMPROVED
CAMPAIGN RESULTS

Location3 is a digital marketing agency that delivers enterprise-level strategy with local market activation. The company helps franchises and brands create consumer response and awareness advertising campaigns.

Marchex and Google Marketing Platform helped Location3 increase monthly call volume by 83%

Challenge

For national brands with a local presence, reporting on performance across multiple campaigns is a typical pain point. Because impact isn't always clear to customers, Location3 provides solutions with attribution metrics that can help its clients grow their business.

Solution

Google Marketing Platform provides Location3 with a centralized tracking platform to run display and search campaigns, and view the full impact of its marketing efforts. Marchex Call Analytics data is surfaced directly to the Google Marketing Platform, so Location3 can easily attribute phone calls across all campaigns.

RESULTS

83% ↑

Increase of monthly average call volume

18% ↑

Lift in average call duration



Drove additional revenue for some clients

"Our customers want to have multi-channel attribution, and Google Marketing Platform allows us to have a central location for campaigns. Our integration with Marchex and Google Marketing Platform shows us the impact of our advertising campaigns. Based on the need to have multi-channel, Google Marketing Platform allows us to have a central location for display campaigns"

Jim Halligan, Director of Paid Search

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