



# BTP Digital Group boosts ROI for clients with Marchex

DIGITAL AGENCY

MARCHEX SEARCH  
ANALYTICS

INCREASED ROI



BTP Digital Group provides digital marketing and advertising services for car dealerships, auto groups, and small and medium-sized businesses. With a focus on providing cost-effective brand recognition and marketing online, the agency seeks to deliver a return on investment that is both transparent and measurable.

## BTP gains full digital marketing attribution with Marchex Call Analytics<sup>1</sup>

### Challenge

As an agency built on providing cost-effective online marketing and advertising services, BTP Digital Group measures its marketing campaigns in order to optimize in real time. While insights and metrics from digital outcomes can often be gleaned from the advertising or bid management platform, these tools fall short when it comes to understanding the outcome of offline actions like phone calls. For calls driven by clicks, BTP Digital Group needed a way to connect them to the digital campaigns that drove them.

### RESULTS



Increased  
return on  
investment



Lowered  
cost per  
acquisition

### Solution

To understand what happens on digitally-driven calls, BTP Digital turned to Marchex. The agency implemented search analytics. This technology attributes a call down to the keyword that drove it, and this insight combined with BTP's existing digital metrics provides a 360-degree view of how marketing campaigns are performing. BTP pushes this data into its bid management platform to optimize campaigns in real time, improving campaign performance. The robust integration options offered by Marchex have helped BTP optimize their data for better marketing outcomes.

*"We integrate our bid management platform, web analytics platform and CRM platform with Marchex data."<sup>2</sup>*

**Nathan Hollenback**, Business Director, BTP Digital Group

<sup>1</sup>Source: TechValidate, TVID: D2F-04B-712

<sup>2</sup>Source: TechValidate, TVID: 1D8-982-F39