

**333%**

## Mobile SEM Campaign Drives Unprecedented ROI

Marquette Group's mobile search engine marketing campaign exceeded the client's return on investment goal by nearly 333 percent.

### Background

This long-tenured national plumbing and drain service client wanted to leverage the emergent nature of its calls from customers. In an emergency when time is critical, searchers are less likely to look through more than just a few search results. They are stressed and need immediate help. When they begin their urgent search, our client wanted to be the first provider they discover. In addition to their Yellow Pages advertising and Listings Management program, we helped this client add mobile pay-per-click (PPC) advertising to their Marquette Group set of solutions to ensure their top-of-page appearance on these always-on, go-anywhere devices.

### Solution

We knew plumbing was not a highly used category with mobile devices, but if properly targeted and managed, it could produce strong, high quality leads. We created a mobile PPC campaign to ensure highlighted first page search result placement and included markets with high smart phone ownership as well as client-identified markets with high sales potential. We worked with the client and mobile search provider to identify keywords with the greatest potential to generate highly qualified leads. Contrary to best practices, the client chose to eliminate branded keywords. However, this client's campaign included two additional features to truly maximize its value and ROI. All calls rang to a call center where the customer service representative set an appointment or dispatched a technician. Only calls lasting 60 or more seconds were billed, and the typical 72 hour call duplication period was extended to 30 days. Data captured in the call center's CRM platform during every call included a call tracking number based on the client's branch location.

### Results

The campaign began in the spring and in only two months, calls lasting more than 60 seconds—nearly 44 percent of the total calls placed—have generated return on investment of \$31 of revenue for every \$1 spent, **exceeding the client's ROI goal by nearly 333 percent.**