

Following the Money: The Billion-Dollar Valuation and Companies That Are Driving Demand

MODERATOR:

- Mike Boland, VP, Content and Senior Analyst, BIA/Kelsey

SPEAKERS:

- Pete Christothoulou, President and COO, Marchex
- Don Ross, CEO, Bankrate.com
- Ulises Vazquez, CEO, Matomy Mexico, Matomy Media Group

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Marchex Call Marketplace has helped this Fortune 500 company generate \$93 million in new revenue.

134,360

46,316

\$92,632,000

“Our reliance on your call volume has really increased in a relatively short amount of time. Thanks to Marchex’s help understanding our business and counseling both myself and [agency partners], we have completely re-imagined our optimization strategy for 2014 to directly weight calls against online quotes.

We are changing from campaigns optimized to a single conversion metric to a single campaign strategy that weights and prioritizes the best outcomes whether they are online or offline.”

Fortune 500 Financial Services Company
Head of Digital Marketing

Bankrate's Attribution Model

Problem: The value of exposure to the Bankrate audience not being credited beyond last click.

Solution: Bankrate developed a proprietary signal beacon, which customers place on their “success” pages.



Generic Search

Bankrate
Rate
Tables

Brand
Search

Conversion

Result: Enhanced customer spending and traffic source optimization. Greater benchmarking, reporting and collaboration with our customers.

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