

## Case Study

DATE: DECEMBER 2008

PROJECT: \$1 MILLION WEB-GENERATED SALES PHONE CALLS IN ONE MONTH

### The Challenge

More and more marketing executives drive potential clients to their Web site. After all, most consumers choose to research their options and become familiar with a company's brand before making decisions to purchase.

What happens when the prospect leaves your site and decides to call you? While click stream reports show the activities and events within your Web site, they do not track prospects who abandoned their research and decided to pick up the phone.

A nationally known company's marketing leader wanted to understand the complete picture of the prospects' engagement and activities. They assigned trackable, unique toll-free phone numbers to several pages within their Web site to better understand at what point their potential buyers decide to call for more information. This is vital information for the marketer to make adjustments to strategy and messaging to effectively build a prospect relationship to generate higher response rates.

**How could the marketer quickly and accurately monitor the call activity generated by 60 different phone numbers on the site without exhausting their internal resources?** How could this information be made "actionable"?

### The MainTrax Solution

**MainTrax developed a turnkey process of importing, compiling and converting its client's phone response data into customized daily reports, formatting them based on the client's marketing strategy for actionable information.**

MainTrax created efficiencies for leaders to make decisions and take action (report shown):

- 1 MainTrax combined the data of several Web pages that precisely aligned with the client's engagement strategy.
- 2 MainTrax structured the data in specific client regions to allow marketing strategy to be compatible with sales strategy.

### The Results

Marketing leadership learned that nearly 13,000 calls were generated by Web site visitors in one month alone. This brought a new dimension to interpreting the effectiveness of Web site performance. While they thought they lost potential buying opportunities based on the Web site reports, the facts showed that indeed they were engaging prospects when they had all the information. **Even if only 10% of those who called from the "Place Order" pages resulted in a sale, that would be the equivalent of almost \$1 million over a two-year period (average monthly revenue per business client \$150).**

And what about the 12,394 calls that inquired during the month but weren't sold? **MainTrax can provide each regional marketer with the phone numbers of all responders that were generated by callers from that region** — whether they were sold or not. Each could be entered into the company's database and remarketed to at a later date.

#### ABC Company Phone Calls Generated by Web Site

(Unique phone numbers which appear only on specific Web pages)  
Summary of Calls from October 1–31, 2008

##### All Divisions

	ALL DIVISIONS	NORTH	SOUTH	WEST	EAST
View Information	4,984	1,114	1,312	1,380	1,178
Download Information	3,218	761	1,020	619	818
Place Order	2,772	483	1,063	416	810
Other	1,614	329	529	365	391
Total Calls	12,588	2,687	3,924	2,780	3,197

##### North Division

	ALL REGIONS	REGION A	REGION B	REGION C	REGION D
View Information	1,114	388	236	399	91
Download Information	761	301	223	165	72
Place Order	483	116	157	167	43
Other	329	67	121	132	9
Total Calls	2,687	872	737	863	215

##### South Division

	ALL REGIONS	REGION A	REGION B	REGION C	REGION D
View Information	1,312	332	333	378	269
Download Information	1,020	276	167	333	244
Place Order	1,063	211	154	387	311
Other	529	89	87	266	87
Total Calls	3,924	908	741	1,364	911

##### West Division

	ALL REGIONS	REGION A	REGION B	REGION C	REGION D
View Information	1,380	419	218	655	88
Download Information	619	199	201	155	64
Place Order	416	105	161	119	31
Other	365	99	139	113	14
Total Calls	2,780	822	719	1,042	197

##### East Division

	ALL REGIONS	REGION A	REGION B	REGION C	REGION D
View Information	1,178	191	315	405	267
Download Information	818	151	138	311	218
Place Order	810	112	141	354	203
Other	391	66	61	202	62
Total Calls	3,197	520	655	1,272	750

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