

— CALL TRACKING · PAID SEARCH

# Tracking pay-TV phone sales back to the keyword.

How Foxtel and Agency M tracked phone sales to the campaigns that drove them – and turned paid search into a measurable, optimisable channel.

PAID SEARCH MARKETING · AWARD WINNER

<p>AGENCY <b>Agency M</b></p>	<p>TECHNOLOGY PARTNER <b>Jet Interactive</b></p>	<p>CLIENT <b>Foxtel</b></p>
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— THE PROBLEM



## No competitors — but plenty to prove.

With no natural competitors, Foxtel's marketing is driven by the need to grow its customer base by changing perceptions of pay-TV. To lift performance from its phone sales effort, the agency was challenged to find a technology that could track phone sales back to a given metric, show how paid search affects and optimises those sales, and increase return on paid search investment by 7.5%.

— MAPPED TO SUBURB LEVEL



**01**  
**Paid search**

Phone sales tracked by keyword and campaign.



**02**  
**Direct mail**

Targeted by suburb-level insight.



**03**  
**Regional TV**

Spend aligned to performing areas.



**04**  
**Out-of-home**

Placed where demand was proven.

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— THE SOLUTION



## A world-first integration.

Agency M worked with Foxtel to hone the requirements for call tracking. Paid search could already track phone sales by keyword, creative, search engine, time of day and day of week – but Foxtel needed to map that same data down to suburb level to target its direct mail, local newspaper, regional TV and out-of-home campaigns. The second step was to integrate call tracking with Foxtel's paid search tracking technology: a world-first that gave Foxtel the edge it needed to hit its ROI target.

**World first**

**TECH INTEGRATION**

Call tracking × paid search tracking

**+7.5%**

**ROI TARGET**

From paid search investment

**5**

**DATA DIMENSIONS**

Keyword, creative, engine, time, day

— TRACKED ACROSS EVERY DIMENSION

**KEYWORD & CREATIVE**

Phone sales attributed to the exact keyword and ad creative that drove them.

**SEARCH ENGINE**

Performance compared across each search engine and placement.

**TIME & DAY**

Patterns by time of day and day of week, mapped to suburb.

— THE RESULTS

# A new way to run pay-per-click.

The campaign completely transformed how Foxtel conducts its pay-per-click marketing – turning paid search from a cost into a measurable, optimisable driver of phone sales.



### A clear view of performance

Foxtel gained a clear view of which channels were performing – and which weren't – for the first time.



### Investment that maximises return

With performance visible by channel, Foxtel can adjust investment to maximise return on every dollar.



### All digital, managed as one

Foxtel now manages all of its digital marketing activity more effectively, from a single connected view.



An innovative approach, with a deep understanding of the value of the search channel.

Award judging panel · Paid Search Marketing

THE RESULTS · FOXTEL

— JET INTERACTIVE

## Turn paid search into measurable phone sales.

Call tracking and marketing attribution – built for marketers, trusted by agencies. Track every call back to the ad, keyword or campaign that drove it.

TALK TO OUR TEAM

ONLINE

**1300 10 13 10**

**jetinteractive.com.au**

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