

— CALL TRACKING · MARKETING ATTRIBUTION

249% more phone leads. Zero extra search budget.

How Open Universities Australia more than doubled its phone leads – by tracking the calls its web marketing was really driving.

<p>ANALYTICS INTEGRATION</p> <p>Marin Software</p>	<p>CALL TRACKING PARTNER</p> <p>Jet Interactive</p>	<p>CLIENT</p> <p>Open Universities Australia</p>
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— THE PROBLEM



A large quantity of untracked phone leads.

Open Universities Australia conducts an enormous amount of web marketing. But while it could track click-throughs and form submissions, it had no visibility of how many phone calls that marketing actually generated. Knowing those phone leads were going unmeasured, they approached Jet Interactive.

ABOUT THE CLIENT

Open Universities Australia

Australia's leading online education provider – delivering undergraduate and postgraduate study to students nationwide.

Students	~60,000
Qualifications	170
Focus	Online education

— THE SOLUTION



Prove which marketing drives the call.

Jet's call tracking technology was implemented across Open Universities Australia's website to prove exactly which digital initiatives, keywords and campaigns were responsible for phone leads – so digital investment could be optimised. They can now determine when, where and why customers chose to call.

ACCURATE LEAD ATTRIBUTION

Every phone response tracked back to the online advertisement and digital media responsible for generating the call.

MARKETING OPTIMISATION

High-value keywords and mediums identified precisely – enabling intelligent online investment and maximum return on ad spend.



Using our integration, they now have full visibility of the actual web visitor that generated each call – and automated the optimisation of all their digital media using it.

Justin Graham · CEO, Jet Interactive

— CLOSING THE LOOP



Jet call insights, meet Marin Software.

By integrating Jet's call insights with Marin Software – a leading bid-management tool that automates bidding on conversion data and visitor trends – Open Universities Australia could alter bids on every inbound lead metric in real time: online enquiry forms, e-commerce transactions, and now phone calls.

— WHAT THE INTEGRATION UNLOCKED



01
Calls in bidding logic

Phone conversions factored directly into keyword bidding.



02
Full campaign control

Total management of digital campaigns in one place.



03
Easy search analysis

Search campaigns analysed simply, end to end.

Jet Interactive provided proactive support and guidance throughout this implementation.

Louie Scarpari · Online Experience & Marketing Manager, Open Universities Australia

— THE RESULTS

Every keyword, campaign and dollar counts.

An unprecedented view of customer acquisition across devices and contact methods let Open Universities Australia make every click – and every call – count.

<p>249%</p> <p>MORE PHONE LEADS</p> <p>Year-on-year increase</p>	<p>0%</p> <p>EXTRA SEARCH SPEND</p> <p>No increase in budget</p>	<p>Real time</p> <p>BID ADJUSTMENT</p> <p>Across forms, sales & calls</p>
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 **VOTED AUSTRALIA'S BEST CALL TRACKING SOFTWARE · 2012, 2013 & 2014**

— JET INTERACTIVE

Double down on the leads you can't yet see.

Call tracking and marketing attribution – the market leader since 2006. Track every call back to the ad, keyword or campaign that drove it, and feed it straight into your bidding.

TALK TO OUR TEAM ONLINE

1300 10 13 10 jetinteractive.com.au

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