

# Paid Search Marketing Winner

## **Foxtel Call Tracking**

Agency: Agency M Client: Foxtel

#### The Problem

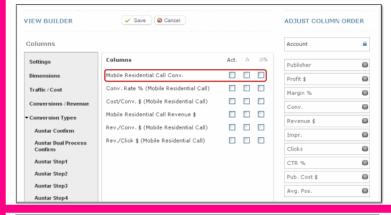
With no natural competitors, Foxtel's marketing strategy is driven by the need to grow its customer base by changing people's perceptions of Pay-TV. In order to drive performance via its phone sales efforts, the agency was challenged to find a technology to track phones sales back to a given metric, understand how paid search campaigns affect and can optimise phone sales and to increase the ROI from paid search investment by 7.5%.

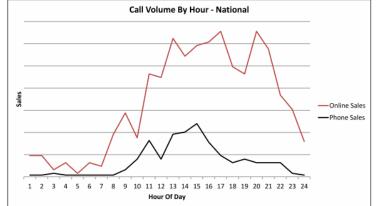
#### The Solution

Agency M worked with Foxtel to hone the requirements for a call tracking technology. With paid search able to track phone sales by keyword, creative, search engine, time of day and day of week Foxtel needed to map that same data down to a suburb level to be able to provide targeted information in its direct mail, local newspaper, Regional TV and OOH campaigns. The second part of the strategy was to integrate this technology with Foxtel's paid search tracking technology. The integration between these two technology providers was a world-first, giving Foxtel the edge it needed to achieve its ROI target.

### The Results

The campaign completely transformed the way Foxtel conducts its pay per click marketing. By gaining a clear view of what channels were performing, Foxtel is now able to adjust its investment to maximise return and now can manage all digital marketing activity more effectively. The panel of judging commended the "innovative approach" and their deep understanding of the value of the search channel."







Belmain (NSW)	24,789	159	
Pitt (NSW)	6,112	115	
Dalley (MSW)	4,678	112	
North Sydney (NSW)	26,219	108	
North Flyde (NSW)	21,313	92	
City South (NSW)	12,837	73	
Keet (NSW)	5,012	71	
Parramatta (NSW)	58,010	71	
Kellyville (NSW)	37,348	60	
Redfers (NSW)	31,628	69	
Haymarket (NSW)	13,275	65	
St Leonards (NSW)	25,264	60	
East (NSW)	25,937	54	
Newtown (NSW)	43,550	49	
Chatswood (NSW)	33,067	45	
Concord (NSW)	15,158	45	
Miranda (NSW)	52,174	45	
Dee Why (NSW)	40,714	43	
Liverpool (NSW)	51,031	42	
	22.626		

