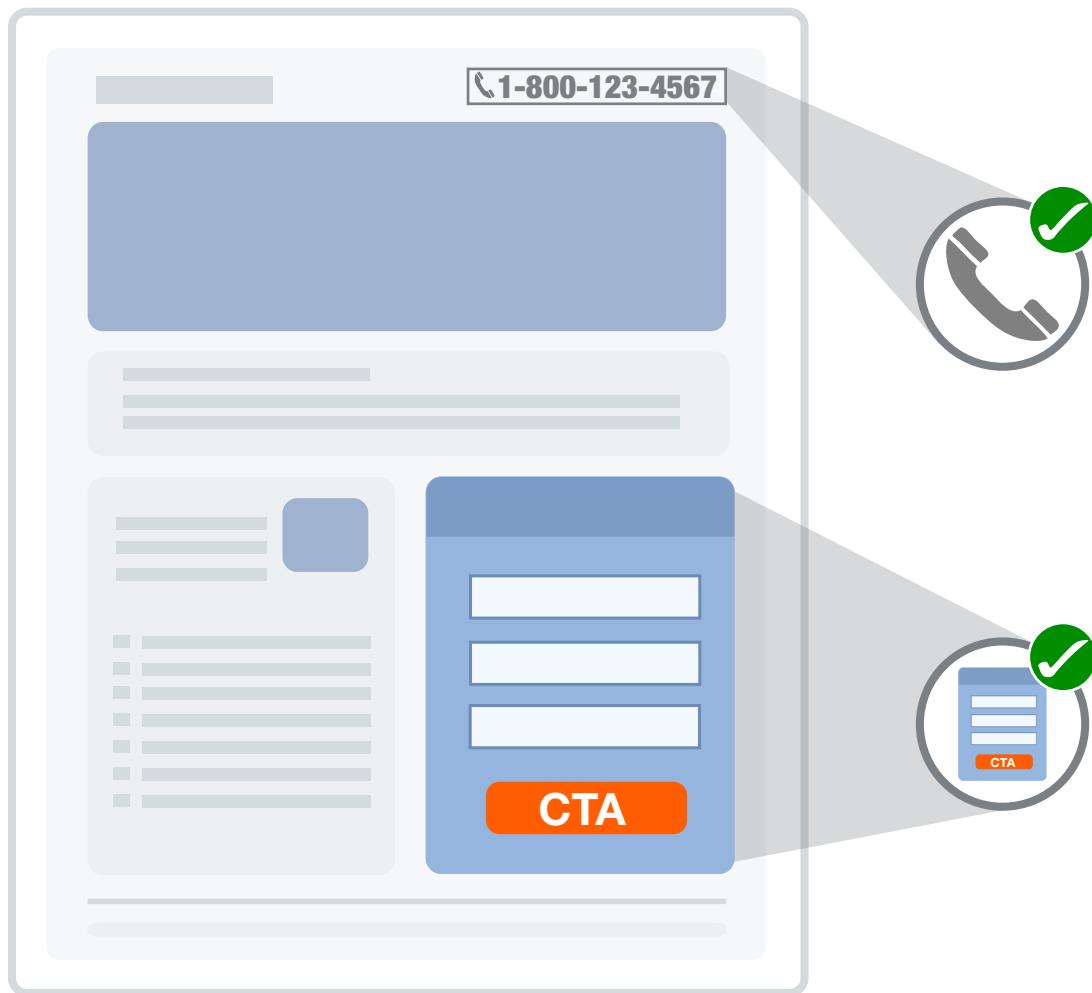




Seeing the Full Picture: Accurately Tracking Form & Phone Leads

"We wouldn't be able to report on the full scope of how much revenue and how many leads paid search is driving without both ion and Mongoose Metrics."



Background

Paychex realized that in order to start running better paid search campaigns they needed the ability to optimize their landing pages based on both phone calls and form submits in a single management platform.

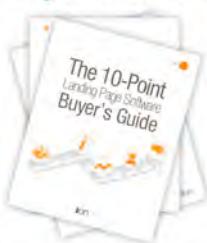
Paychex is a recognized leader in the payroll, human resource, and benefits outsourcing industry. They offer an ever-growing variety of payroll and human resource products and services that are customized for each of their clients' business needs. Paychex helps over half a million small to medium-sized businesses with their HR needs.

A partial view

Paychex is known for their customized services, so even when their prospects start with an online search inquiry, they tend to call just as much as they complete a form. Tracking and optimizing for those phone call leads wasn't possible with the online advertising management software that Paychex was using, so they added call tracking analytics to their arsenal of tools. However, to see how well an online marketing campaign had truly performed they had to manually piece together performance analytics from two separate software platforms to merge form leads with call leads. Combining the data from the two separate software programs showed that calls ended up representing close to 70% of their leads from paid search advertising. The process of manually merging the two data sources was sure to slow down Paychex's plans to optimize their online marketing spend through landing page testing.

The marketing team wanted to start a comprehensive testing program to increase both form leads and calls, but without a single, easily accessible view into combined performance analytics their efforts could be wasted because lead attribution would likely be murky. Paychex quickly realized that in order to start running better paid search campaigns they needed the ability to optimize their landing pages based on both phone calls and form submits in a single management platform. They needed a solution that would make it easy to correctly analyze campaign and testing performance so that they could quickly and accurately attribute ROI to the correct marketing campaigns.

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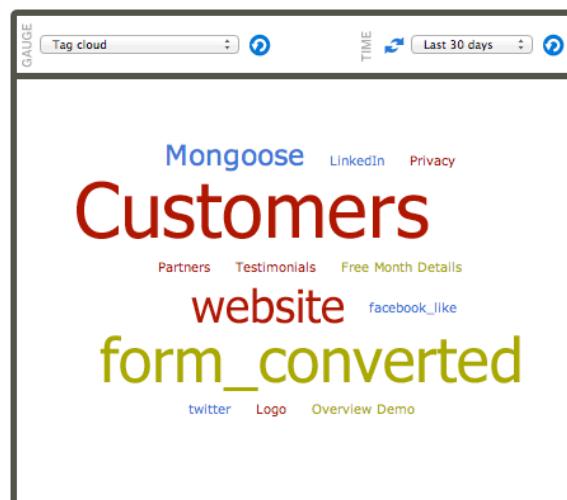


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The solution



Paychex found their solution in the ion platform: cloud-based landing page management software that integrates seamlessly with Mongoose Metrics's call tracking software. ion's expert team helped guide the simple integration between the two platforms, so Paychex could track both phone call and lead form conversions in a single view within the ion platform.

Seeing the bigger picture

Using ion and Mongoose Metrics, the Paychex marketing team is able to test and optimize over 250 paid search landing pages based on accurate and complete analytics. Without this integration their testing results could be inaccurate, and it would be time-consuming and cumbersome to manually combine data from multiple sources to analyze live tests. Instead, they can now reference a single source to see which pages & campaigns are driving the most calls and form leads. As Jesse Kanclerz, a Paychex Search Marketing Analyst, explained further, *“We wouldn’t be able to be report on the full scope of how much revenue and how many leads paid search is driving without both ion’s platform and integrated call tracking.”*

Paychex now has a clear understanding of their overall campaign performance, plus they have discovered specific traffic source insights. For instance, they've noticed that they get less phone call leads from display ads than they do from search, and that branded keyword terms tend to attract people who prefer to call. These insights are helping them build better landing pages.

Jesse credits ion with making this analysis possible; *“ion’s platform makes it very easy to segment different sources of traffic compared to free tools where you only see traffic in the aggregate for a test. I know that different sources of traffic have completely different behaviors. With ion’s platform, it’s nice to be able to break out and analyze traffic by whatever you want.”*

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What's next

Using ion's platform integrated with call tracking, the Paychex marketing team is able to test and optimize over 250 paid search landing pages based on accurate and complete analytics.

Thanks to the ion platform and Mongoose Metrics integration, Paychex can accurately attribute conversions and they're ready to launch more tests. They recently started to test a multi-step conversion path versus a microsite for their paid search campaigns. They also plan to start customizing call to actions based on specific traffic-source trends that highlight preferences for calling or filling out a form.

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