

CASE STUDY

AudioGO and Marchex drive calls and optimize ads for Boar's Head Resort to boost business



Deeper Insights into Campaigns



3x
More Calls



Optimize Return on Ad Spend

CHARLOTTESVILLE
BOAR'S HEAD
RESORT

audioGO

AUDIO
ADVERTISING

MARCHEX
MARKETING EDGE

IMPROVE
RETURN ON AD SPEND

HEADQUARTERS
Charlottesville, VA

FOUNDED
1834

WEBSITE
www.boarsheadresort.com

Hospitality businesses need to drive calls and optimize ads when it comes to raising awareness of the services they provide. For 300-year-old Boar's Head Resort with ties to Thomas Jefferson, advertising is a key driver in keeping the property bustling.

Tucked in the foothills of the Blue Ridge Mountains in Virginia, Boar's Head Resort is a place to get away for fun, relaxation and pampering. The resort offers upscale accommodations, golf and other outdoor activities, fine dining and a wellness spa.

Challenge

For all types of advertising, it is important to know your investment is worthwhile. Whether this comes in the form of customers mentioning the ad, insights from analytics, or increased sales, you need to know your advertising is working. What if your tracking tools not only showed you how much new business is coming from your campaigns, but also helped your ads perform better and allowed you to optimize future ad spend? The team at AudioGO partnered with Marchex to bring AudioGO's built in reporting and Marchex's Call Tracking numbers and analytics to implement this strategy at Boar's Head.

Solution

The team worked with Boar's Head Resort to test out some of Marchex's tracking tools. AudioGO is naturally a great brand awareness tool, but the team wanted to evaluate the results of a direct response campaign. Not only did they see some great results, they also gained visibility into what works best in terms of messaging, targeting, and much more.

AudioGO set up campaigns for three different initiatives: Golf, Dining, and Resort Stays. They used unique call tracking numbers for each campaign. The unique call tracking numbers allowed them to use vanity numbers, such as 888-GOLF-BHR, that made it easier for listeners to remember the call to action. This natural advantage of call tracking numbers made it easier for listeners to convert into customers. Compared to the original phone numbers in the ads, Boar's Head saw call activity triple by using vanity call tracking numbers. This huge increase from using custom numbers demonstrate that audio advertising makes the phone ring.

Now that Boar's Head was receiving a robust stream of calls, the team turned to Marchex Call Analytics for insights. Call analytics go beyond counting how many phone calls occurred. The team learned when the calls occurred, the duration of each call, where calls were coming from, and more. This helped Boar's Head Resort better understand which campaigns were high-performing and why. For example, the Golf campaign had more calls and most of them occurred during the week. This makes sense, as this is usually when golfers set tee times for the upcoming weekends. Combined with AudioGO's reporting, the team gained insights into which age groups, genders, and locations responded most often to ads. Combining these insights, Boar's Head Resort had a better idea of where to focus its ad spend moving forward, thus helping them optimize results from their investment.

“The unique number definitely performed better. We had about three times the amount of calls with the vanity number, and that is because it was just easier for listeners to remember and make a call.”

Joe Hanning
MARKETING & COMMUNICATIONS MANAGER
Boar's Head Resort



“Looking at analytics from both platforms gave us some deeper insights. More data is always better, but this information allowed us to understand when calls were coming and what they were calling in about. Combine that with AudioGO’s dashboard, and we can really start to understand who is responding and where we should focus our ad spend.”

Joe Hanning

MARKETING & COMMUNICATIONS MANAGER

Boar’s Head Resort



Tracking return on ad spend is critical for success. Implementing tracking tools enabled Boar’s Head Resort to know what was working, so they could optimize advertising campaigns and spend moving forward. Combining the power of unique, easy-to-remember call tracking numbers with in-depth reporting proved to be a highly effective strategy for audio advertisers.

“It can be difficult tracking your advertising’s impact, and audio is no different. That being said, unique call tracking numbers from Marchex and the combined reporting gives us more actionable information, which can help us make the most of our ad spend overall.”

Joe Hanning

MARKETING & COMMUNICATIONS MANAGER

Boar’s Head Resort

