Electricity Monster improves sale conversion rates by 47% with Delacon's Call Tracking Solution

Background

Electricity Monster provides a free service for consumers looking for a better deal on their home utilities. They broker deals for both residential and business electricity customers. Over 20,000 Australians have used their service to date.

Challenge

Inbound calls represent 80% of Electricity Monster's traffic, with 95% of calls coming from paid search.

With so many calls coming from multiple online sources – Organic and Paid Search, AdWords Call Extensions – as well as offline sources including television advertising – it was becoming very difficult for Electricity Monster to attribute the calls back to the campaign which generated them. It was also becoming difficult for their marketing and analytics team to track and optimise the return on investment.

An initial solution, prior to Delacon, was to have over fifty 1300 numbers, but this was costly, difficult to manage and inaccurate.

For AdWords call extensions, a further challenge was identifying the keywords that were converting. As Google does not provide this data, Electricity Monster needed a provider which could achieve this fundamentally important data.

Summary

Goal

To track in real-time all calls generated across all marketing channels for accurate attribution and improved call routing and sale conversions.

Results

Thanks to Delacon's call tracking solution, Electricity Monster has seen inbound traffic increase by 110%, sale conversation rates rise by 41% and CPL and CPA drop by 20% and 33% respectively.

The calls that originated from the website were even more difficult to track as there was one phone number displaying on the homepage for all traffic sources.

Additionally, Electricity Monster needed to have calls generated from specific campaigns routed to specific sales teams. Their previous solution was not able to redirect calls to the right team as they didn't know the source of these calls. With these challenges, they had to search for a solution that could attribute the calls to the right channel and keyword for paid search. They were recommended Delacon's Call Tracking solution by Michael Wilkins from http://www.involvedigital.com/, due to his success with other clients that had used Delacon's offering.

Solutions

After initial discussions with Delacon, Electricity Monster realised the Delacon solution was a perfect fit as it provided an easy and very detailed API which was simple to integrate into their custom CRM.

They have now implemented one phone number for each AdWords campaign and one for each channel for both online and offline media sources to ensure call tracking accuracy. Understanding conversions from phone calls is the only way their business can effectively asses which marketing channel is delivering the best results.

On their website they have created different marketing pools of numbers that are triggered based on the respective campaign or type of traffic source. Using this information, they can redirect the calls generated on the website to the right sales team, improving conversion rates.

"Delacon's tracking our inbound calls in real-time and attributing the source to the lead automatically has revolutionised our business meaning we have seen significant increases in sales conversions and a drop in our cost per lead and cost per acquisition," Augusto Pereira, Digital Marketing Specialist from Monster Group commented.

Results

Since implementing Delacon's solution, Electricity Monster has seen their inbound traffic increase by a massive 110%, their ad spend double and decreases in CPL and CPA by 20% and 33% respectively.

The increase in inbound calls together with a doubling of ad spend can only be attributed to the reporting received from the Delacon platform, which provided Electricity Monster with confidence in how and where they were spending their marketing money.

"The Delacon solution was the only way we could have any hope of achieving this functional reporting," Pereira added.

Thanks to this reporting, Electricity Monster could not only visualise where to increase budgets, but they could do so with the added security and knowledge it was being spent on the correct campaigns.

These insights, together with optimisations made to the sales process have seen the sale conversion rate increase from 28% to 41%.

Pereira said: "The information we have secured from using the Delacon Call Tracking Solution has directly led to improvements in our business. We are seeing far better conversion rates and are now getting better bang for our buck when it comes to our marketing spend.

"Now with all this valuable data, we can track and understand the performance of each campaign, meaning we can correctly identify which campaigns are working and which aren't and optimise the best performing ones.

"We have now started TV campaigns in certain areas which Delacon is helping to track. None of this would have been possible without Delacon's solution. Our marketing team is incredibly happy with the results and it has made their jobs much easier."

Electricity Monster is part of Monster Group of companies and given the success achieved have also rolled it out to sister businesses Internet Monster and Tax Monster