

MERCHANT WAREHOUSE RELIES ON CLICKPATH[®] TO BOOST CONVERSION RATES AND LIFT SALES A LEADER IN THE MERCHANT SERVICES INDUSTRY SEES 250 PERCENT INCREASE IN CONVERSION RATE

Company

Merchant Warehouse is a leader in the merchant services industry, processing more than \$2 billion annually in credit card transactions.

Business Challenge

A few years ago the company began running paid search campaigns to promote its services and selling credit card processing equipment. These campaigns delivered immediate returns, driving significant traffic to the company website.

The majority of sales were occurring offline through the company's call center. Merchant Warehouse needed to know which online campaigns and which keywords actually drove traffic to the call center.

“By using the comprehensive tools and analytics ClickPath[®] offers, we at Merchant Warehouse have increased our conversion rate by over 250 percent...”

Brian Waldman
VP Marketing and Strategy
Merchant Warehouse

Solution

Merchant Warehouse chose ClickPath[®] to measure, track and optimize the impact of its campaigns. ClickPath[®] was the logical choice for two reasons. It developed the industry's first cost-effective solution designed to specifically answer the needs of multi-channel marketers and was user friendly and easy to implement.

As site visitors click-through from an interactive ad or sponsored search listing, the ClickPath[®] server dynamically inserts a toll free number that corresponds to that ad source, capturing keywords and other critical user data. ClickPath[®] also tracks the visitor's session and presents the same trackable number on every page the user views until they are ready to pick up the phone.

When visitors initiate a call, ClickPath[®] captures the call event and bridges the call data with the online session. ClickPath[®] captures both online and offline sessions and conversion data, providing a unified analytics interface for measuring all types of conversions.

Result

In the first week of using ClickPath[®], Merchant Warehouse was able to see which search engines and which campaigns delivered call traffic, and which ones did not. Merchant Warehouse immediately cut spending on underperforming search engines and allocated the money to ad sources that were generating calls.

Merchant Warehouse gained a competitive advantage by consistently identifying keywords with the highest value and lowest cost- an ability their competitors lacked.

Merchant Warehouse cut their cost-per-lead by 40 percent. Now the same budget brings almost 50 percent more leads. By knowing precisely which campaigns and which keywords are most effective, Merchant Warehouse increased call conversion rates, closure rates and sales revenue from its call center.

For more information about ClickPath[®], please visit www.clickpath.com or call **866.480.9843**