

TSI GROWS ONLINE BUSINESS WHILE OPTIMIZING MARKETING SPEND

CLICKPATH[®] PROVIDES CRUCIAL DATA NECESSARY TO BOOST CONVERSIONS
WITHOUT BREAKING THE BANK

Company Profile

The shipping company called Transit Systems, Inc. (TSI) offers personalized shipping services to consumers and small businesses that infrequently ship large items. Based in Wayne, Penn., just a few miles outside of Philadelphia, TSI specializes in long-distance shipments. TSI works with well-known national carriers to get the best prices and optimum service for its customers.

The company was founded in 1989 as a discount broker of shipping services to mail and parcel centers such as UPS Store[®], Mail Boxes Etc.[®], PostNet[®], PostalAnnex[®], Parcel Plus[®] and other franchise operators.

Business Challenge

The rapid emergence of the Internet enabled TSI to offer its services directly to consumers nationwide, opening a significantly wider market for the company.

The opportunity also presented challenges. TSI President Chris Smith says, “We put up a website and started playing around with Google’s pay-per-click service. We saw that we could drive activity with as few as 10 or 20 words.”

The keywords were generating clicks, but not customers. “Lots of people went to the website to request quotes, but didn’t wind up using the service,” says Smith. “We quickly realized that people wanted to talk to us on the phone. So we rearranged the web site to emphasize our telephone number to encourage people to call us.”

TSI was spending more with Yahoo! and Google, but getting less than optimum returns on its marketing investment. “We didn’t really know which keywords were driving our business,” Smith said. “The challenge became figuring out which words were generating revenue.”

“ClickPath[®] enables us
see how many calls
we’re getting from each
keyword.”

Chris Smith
President
TSI

It was crucial for TSI to know if an expensive keyword such as “moving” drove as much real business as the phrase “freight forwarding” or if the keyword “shipping” drove more business than “shipping furniture.”

Solution

When Smith learned about ClickPath[®] -an innovative ad tracking solution, he realized that ClickPath[®] could provide TSI with the critical data necessary to generate the best returns on its marketing dollars.

“Remember, we don’t consider it a conversion until someone actually picks up the phone and calls us,” Smith says. “ClickPath[®] enables us to see how many calls we’re getting from each keyword. That’s an enormous business benefit.”

Armed with real-time business intelligence from ClickPath[®], TSI now approaches its keyword bidding strategy from a position of strength.

“After a month’s worth of data, we began to adjust our bids,” Smith says. “We created our own internal model to determine how much to spend and how much to bid on keywords.”

Results

Over the course of one year, TSI grew its online business by 75 percent - even while its online marketing costs remained essentially flat. “We’re spending less and getting more from our investment,” Smith says. “For us, this is the most direct form of direct marketing.”

Detailed reports and accurate data from ClickPath[®] empower TSI to act swiftly and confidently. “Since we can really see how well the keywords are actually performing, we can experiment with a wide variety of combinations to see which combination works best,” Smith says. “As a result, we expanded our keyword list from 4,000 keywords to 80,000 keywords that are more effective.”

Data from ClickPath[®] revealed that single keywords such as “moving” or “shipping” were less cost-effective than multiple keyword phrases such as “moving furniture cross country” or “shipping sofas.”

“We found that ‘shipping furniture’ converts into a call 40 percent of the time, whereas a term like ‘moving’ only converts eight percent of the time,” Smith says. “So we just stopped bidding on words like ‘moving,’ which tend to be very expensive. On the flip side, we bid strongly for terms like ‘shipping furniture,’ which is highly effective for us.”

Often the right choice is not intuitive. For example, the conversion rate for “freight forwarder” is 10 to 15 percent, while the conversion rate for “freight companies” is 25 to 30 percent.

“ClickPath[®] showed us that phrases incorporating geographical names, such as ‘shipping furniture to Nebraska’ or ‘shipping beds to Chicago,’ could be highly effective,” Smith says. “With ClickPath[®], we can go beyond what seems obvious or even logical. It’s a big step down the right path.”

By continually adjusting their bids based on certain knowledge of which keywords are actually generating calls, the managers at TSI have developed a distinct competitive advantage in a crowded and confusing market.

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