

Securing marketing returns

Defender Direct drives 75–80% of all online advertising clicks using Google mobile ads' click-to-call functionality



About Defender Direct

- Direct sales of home security systems
- www.defenderdirect.com
- www.protectyourhome.com

Goals

- Drive lead volume
- Improve advertising ROI
- Uncover more highly qualified leads
- Improve close rates

Approach

- Deployed Google mobile ads with click-to-call (CTC), an integral part of Google AdWords, to drive 75–80% of online advertising clicks
- Increased mobile spend to 24% of online advertising budget

Results

- Increased ROI: Returns were double those for desktop-based search campaigns
- Drove lead volumes: Four of top 10 campaigns in terms of clicks are now mobile
- Improved close rates: More people dialed the inbound call center
- Enhanced lead quality: Reached more qualified customers who have done basic research

Call today, install tomorrow

Defender Direct helps protect people's homes and loved ones. This nationwide dealer network can install, in 24 hours, a top-brand security system valued at \$850 – at no cost for parts and activation. Customers pay a \$99 installation charge, and then order a home alarm monitoring service to give them peace of mind around the clock.

For Defender Direct, helping people investigate their home security options is the key to earning sales. The company makes it easy for potential customers to talk with a trained consultant for answers.

Their main advertising goal has always been getting people to pick up the phone and call so we can consult with them and set up an installation appointment. They have one of the highest phone close rates in the business.

A safe bet

Defender Direct works with potential customers through its Protect Your Home website at www.protectyourhome.com. The job of its marketing team is to reach out to potential new customers and connect them to their inbound call center. The company's advertising mix includes print, insert, radio, and Internet channels, with a strong emphasis on Google AdWords, which it has used since 2008.

"We work on a direct response model, so once we find a channel that converts well, we give it our full attention," says Maura Kautsky, Marketing Vice President. "We keep a close eye on ROI and lead quality; we can spend a substantial amount of our budget on AdWords because it works within our guidelines."

"Our returns from mobile ads will soon double what we typically achieve with desktop search."

—Keith Keokuk, Defender Direct

When Defender Direct learned about Google mobile ads with click-to-call (CTC) functionality, they were eager to try them out. Their marketing team reasoned that running mobile AdWords campaigns would help them cut through the advertising clutter in the crowded home security marketplace, drive higher lead volumes, and reach qualified consumers who had already done some basic research.

They also thought that CTC would drive higher call volumes, because the company can feature its phone number prominently on mobile ads. Consumers can dial the number in a single click on their mobile devices.

"We saw a major opportunity with Google mobile ads because of the phenomenal growth in mobile search in general," says Keith Keokuk, Internet Marketing Manager. "But we also believed that customers using CTC on mobile phones would most likely be more qualified. Mobile ads fit perfectly with our goal of getting people on the phone to start a consultative sale."

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
<http://adwords.google.com>

Double the returns

In May 2009, the company began running mobile ads on WAP phones, giving people the option to click to make an inbound call or visit the company's mobile-optimized landing page. The campaigns were easy to set up, with no outside assistance needed. "The campaigns we ran using the beta click-to-call functionality performed exceedingly well," says Keith Keokuk. As a result, the team began looking for more opportunities in the mobile space.

"Google suggested we try targeting high-end smartphones like iPhones and Android phones, so we set up specific campaigns targeted toward those devices," recalls Keith Keokuk. "That's when the results from Google mobile ads went through the roof – our returns from mobile ads were soon double what we get with desktop search."

"Google mobile ads campaigns are so successful that they now constitute 24% of our online spend, and we are constantly allocating more budget to Google's mobile channel."

—Maura Kautsky, Defender Direct

The Defender Direct team learned that on smartphones, most people clicked on the URL for more information, but a large percentage also used click-to-call. On WAP phones, that was reversed: almost three times more people used click-to-call than went to the mobile landing page. Calls are more likely to convert into sales, so Defender Direct was thrilled with the increase in call volume.

"Google mobile ads have helped us separate ourselves in a crowded market, and drive higher call volumes and better lead quality," says Maura Kautsky. "Four of our top 10 click volume campaigns are Google mobile ads campaigns. That's 75–80% of our total online advertising clicks. Google mobile ad campaigns are so successful that they now make up 24% of our online spend, and we are constantly allocating more budget to Google's mobile channel."

