

Mortgage Company Schedules 334 New Appointments & Attributes 40% of New Leads to Advertising

The Results



334

Scheduled Appointments

The Situation

A regional mortgage company invested monthly in Paid Search, Paid Social, Display and Google My Business advertising campaigns with a local ad agency. The mortgage company wanted to evaluate how effective the agency was at generating leads from these campaigns.

The Solution

The mortgage company used The Conversion Cloud® platform to create lead conversion opportunities on their website and evaluate their marketing campaigns.

They launched Schedule Genie™, a self-scheduling module in The Conversion Cloud. This helped the company convert website visitors into 334 new scheduled appointments and attribute 40% of these new leads to their advertising campaigns.*

Through Attribution Reporting tools like Clarity and Journey Visualizer the company was able to report first, last and multi-touch marketing source attribution, how many times leads visited the website, what campaigns the leads interacted with before converting, and the top cities the leads resided in. This gave the company the data they needed to evaluate their advertising campaigns and make more informed targeting decisions.

* Results based on usage between 4/2019 - 4/2021





Top 5 Cities New Leads Converted From 2019-2021

1. Seattle (20%)
2. Everett (10%)
3. Tacoma (8%)
4. Bellevue (5%)
5. Olympia (4%)

Attribution Insights

62% of Leads Converted After First Touch*

*First Visit to The Website

40%

Leads Per First Touch Source Came from Agency Advertising

38%

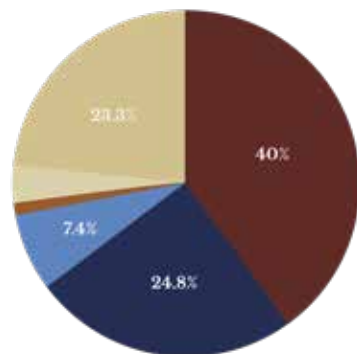
Leads Per Last Touch Source Came from Agency Advertising

37%

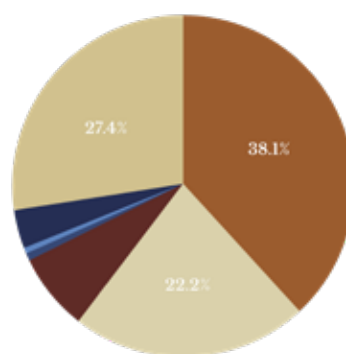
Leads Per Multi-Touch Source Came from Agency Advertising

First, Last & Multi-Touch Source Attribution

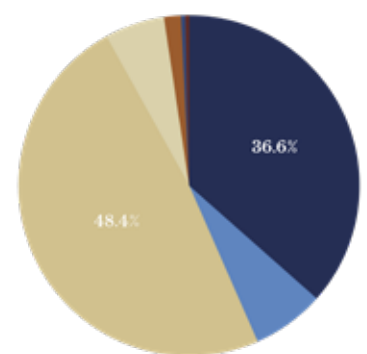
Leads per First Touch Source



Leads per Last Touch Source



Leads per Multi-Touch Source



Direct Business Inquiries
 (866) 297-4914
info@clxmedia.com

For Partner Inquiries
 (888) 695-1385
info@tcctools.com