



SERVICEMAGIC
Case Study



ServiceMagic Casts Successful Spell with Pay-Per-Call.



THE SCENERIO

ServiceMagic.com forever changed the way people buy and sell home services. The largest online marketplace connecting homeowners with prescreened contractors and home service professionals, ServiceMagic allows its users to request competitive quotes for any number of home repair and service projects. Proprietary technology matches customer projects with the best options from the company's database of more than 40,000 customer-rated businesses.

ServiceMagic, which operates a successful affiliate program, wanted to activate existing web publisher relationships to help increase the number of valid requests for quotes and ultimately expand its network. Rather than tying up internal resources, the company tapped the pay-per-call services of LinkShare, its lead generation partner and a well known performance marketing network, to track calls like clicks and incentivize publishers to drive high-value phone traffic.

"Because our customers are often researching a high-involvement purchase like a flooring contractor or electrician, they often call in with questions or to discuss their options," says Jacqueline Kellerby, Marketing Manager at ServiceMagic. "With pay-per-call, we saw an opportunity to provide that contact point at the publisher level, and to track those calls to provide a new revenue stream for our partners."

**Pay-per-call was easy to launch,
but it's been even easier to manage.**

Jacqueline Kellerby, ServiceMagic

MAKING MAGIC WITH PAY-PER-CALL

ServiceMagic initiated pay-per-call for targeted LinkShare publishers in February 2010, providing participants with high-value services to promote, such as central AC or electrical installations, wood flooring and new cabinets, as well as lower value services to avoid. All relevant publishers in the LinkShare network, including those who use paid search, online directory and mobile ad channels qualified to participate.

Top tier search publishers quickly adopted the campaign, and before long, publishers using Google Mobile search were driving 75 percent of calls through the platform. ServiceMagic expanded its media options as new publishers showed interest in other offline channels, and now its partners can try anything from traditional online ads to video and audio ads, to offline opportunities such as handouts, flyers, direct response TV, radio and even billboards.

Of the startup process, Kellerby says, "Pay-per-call was easy to launch, but it's been even easier to manage with the help of the LinkShare account management team."

Detailed reporting allows ServiceMagic to track its success and easily adjust payouts, update promotions and make additional changes to improve results. The company and its publishers are able to see which phone numbers drive the most traffic and conversions, and which campaigns need improvement.

"The platform's reporting capabilities allowed us to give weekly – often daily – feedback to LinkShare on call quality, with conversion rates and service requests types," said Kellerby. "We were able to work together to review and optimize the campaigns to get the results we wanted."

The feedback proved invaluable for LinkShare, as it allowed the network to see what was working and to grow the campaign with the right publishers.



RESULTS THAT HIT HOME

It didn't take long for pay-per-call to take off for ServiceMagic. In the first month, requests for home service quotes climbed 12 percent. In March that figure nearly doubled: requests for quotes jumped 23 percent as the company continued to test and optimize promotions.

Because ServiceMagic had alerted publishers to exactly which services it wanted to promote, requests for high-value services shot up an average of 506 percent month over month. And these calls converted: ServiceMagic reports a call to conversion rate of 72 percent.

- Quote requests increased 12% in first month, 23% in second month.
- 506% increase in requests for promoted high-value services.
- 72% "call to conversion" rate average.
- More than 75% of calls driven from mobile campaigns.

THE PAY-PER-CALL CRYSTAL BALL

"By adding pay-per-call services, we've been able to mobilize our publisher partners in an exciting new way," says Kellerby. "We're extremely pleased with the increase in customer service requests that LinkShare has delivered through its platform."

"ServiceMagic is really happy with the increased number of customer service requests that LinkShare was able to deliver through their pay-per-call platform. It was really easy to launch and, as we continue to work closely with LinkShare and our partners, I can see us increasing our quotes by 50% by Summer 2010!" said Kellerby.

Moving forward, ServiceMagic will also focus on increasing publisher adoption of its pay-per-call services, and on creating new opportunities within the program. For example, newly activating publishers now have the opportunity to expand their reach to offline promotions, including newspaper ads and local flyers, giving them unprecedented access to billions of dollars in offline media budgets.

"We've had such success with our publishers' online and mobile promotions, we can't wait to see what they can do offline," says Kellerby.

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