



About Progrexion

- www.progrexion.com

About WebMetro

- www.webmetro.com

Goals

- Take advantage of the rapidly growing mobile market
- Adopt best practices for mobile marketing
- Address the issue of device fragmentation and contribution of each channel
- Leverage mobile user behaviors and cater to their needs

Approach

- Deployed mobile ads across search, display and in-app
- Challenged funnel conversion metrics based on true ROI of mobile
- Coordinated closely with call center and salespeople
- Segmented calls from mobile and addressed needs differently in the call center to boost conversions
- Scaled up mobile campaigns based on their cost-effectiveness

Results

- Grew mobile sales 221% year-over-year in Q1 2013
- Boosted mobile sales to 15.2% of total sales, up from 6.3% for the same period in 2012
- Established resources and plans to build out mobile-ready online experience

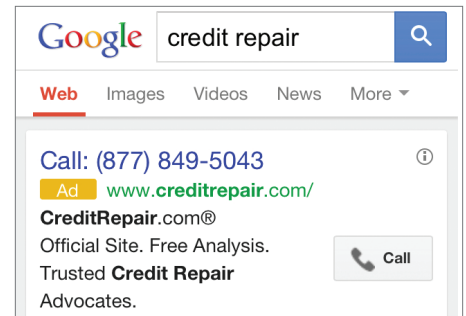
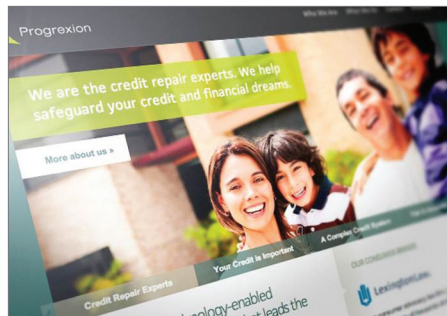
Progrexion Uses Google Mobile Ads and Click to Call to Gain Larger Piece of Mobile Pie

Metrics-driven marketing

Progrexion and its consumer brands, such as LexingtonLaw.com and CreditRepair.com, comprise the nation's largest consumer advocacy network. Progrexion is a leading marketing and information services business serving the consumer credit information sector. Progrexion provides leads to credit repair services, that, in turn, help consumers raise their credit scores. The company offers opportunities for growth and personal development for more than 1,500 employees and is one of the largest lead generation providers in the consumer credit category.

As a marketing firm itself, Progrexion embraces the most advanced methods of promoting its lead generation offerings. For eight years, the company has worked with WebMetro, an expert digital media marketing firm, to refine, execute, and measure the effectiveness of its digital marketing strategies. Both companies are performance-focused and always seek to accurately attribute and maximize the value of every media campaign.

"At the end of the day, we manage all of our marketing programs based on cost per acquisition (CPA)," says Josh Aston, director of online marketing for Progrexion. "Our goal is to maximize the ROI from every dollar spent."



Seizing the mobile opportunity

Over half of the US population use smartphones, and this percentage is still climbing¹. Recognizing the opportunity, Progrexion and WebMetro over the past three years have added mobile marketing to the traditional desktop mix, using mobile search, display and in-app advertising. They also implemented click to call extensions (CTC).

Although promising, mobile marketing presented an attribution challenge. First, there was the issue of device fragmentation. For instance, how could mobile callers who eventually converted on the desktop or desktop users who converted on mobile be measured based on each channel's contribution to the bottom line?

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Second, Progrexion is heavily driven by the success of its call center. Every lead is routed and closed there, yet mobile callers were not converting as much as callers who had learned about the network's many varied offerings on the companies' detailed, desktop-centric websites. Leads from mobile were 30% to 40% less likely to convert.

Initially, it looked as if mobile was not working out well from a CPA standpoint. However, WebMetro identified that mobile users were less informed and prepared to purchase. They did not have the benefit of visiting the detailed desktop site in advance and were on the go, in more of a hurry as well.

An integrated approach to mobile

Both companies began to rethink mobile direct response. "We examined not only conversions, but also the cost per lead—which was lower on mobile than it was for desktop," said Wendy Chou Le, account director at WebMetro. "Because we knew the consumers calling in via mobile ads needed more information before they would convert, we worked closely with Progrexion's call centers to create an experience that was better aligned with consumer expectations."

They tweaked mobile ad copy and routed calls from mobile straight to salespeople who are experts at educating potential customers on the complexities of credit repair and Progrexion's various offerings.

Immediately, conversions from mobile started improving once this integrated approach was implemented. This early success prompted Progrexion to invest more heavily in mobile advertising. The mobile channel stayed cost-effective as the size and number of campaigns grew.

Mobile: a new go-to channel

The results, after considering the full value of mobile, were impressive. Overall, mobile sales grew 221% year-over-year in the first quarter of 2013. Mobile now constitutes 15.2% of total sales, up from 6.3% for the same period last year.

Mobile attribution, specifically the role mobile plays in the sales process, is now clearer and impressive. More than 33% of calls placed via mobile reached a sales agent, and more than 33% of those led to sales. The average order value (AOV) was on par with desktop leads. This means that for an hypothetical AOV of \$100, click to call is worth \$11.

With a strong commitment to mobile marketing and increasing investment, both Progrexion and WebMetro are looking forward to the additional opportunities available in the mobile channel and developments in Google Adwords that will help marketers target the multi-device world.

"Mobile has become a go-to channel for efficient, incremental conversions," says Ashton. "If I had any advice to offer to other marketers, be open to challenging conversion metrics for each step of the funnel. If we hadn't changed our mindset and metrics, we would have missed out on a good chunk of the mobile pie."

[1] ComScore, MobiLens Report, 2013.