

#### Case study

## Agency achieves 98% client retention rate



**Bamboo Nine are a strategic full service agency. Their services include Pay Per Click (PPC) advertising, SEO, social media, email marketing and web development.**

### The need

Bamboo Nine invested heavily in bid management software so they can quickly adjust bid spend to focus on performing search terms for their clients that generate visits and, more importantly, which drive calls and enquiries. By drilling down into the data to find the most relevant and profitable keywords enables their consultants to prove they're spending budget in the right places, leading to happy clients and high client retention rates.

### The solution

They worked with Mediahawk to implement a tailored call tracking solution. Most call tracking software will only show which PPC keywords get clicks. Mediahawk set up a bespoke integration using a call tracking API feed to send keyword data directly to Bamboo Nine's bid management system. This allowed the agency to quickly focus campaigns and PPC spend on performing keywords.

"We always use Mediahawk because they're flexible. They made their software adapt to our needs. Most other companies are just off-the-shelf and do not integrate with the software you use."

**CHRIS RIVERA, DIRECTOR**  
**Bamboo Nine**

### The results

The flexibility of Mediahawk's call tracking software has allowed Bamboo Nine to quickly pinpoint their client's converting keywords, allowing them to optimise PPC campaigns to generate more qualified traffic and calls to their client's business. The outcome is an increase in conversion rates, whilst at the same time eliminating wasted budget on non-converting keywords.

In turn – by delivering results and quantifying their client's return on investment – this led to a 98% increase in client retention, and even resulted in clients spending more money with the agency. They also used the data to optimise their client's wider marketing activity: from monitoring organic driven phone calls to emails and form submits. This enabled Bamboo Nine to cross sell their full suite of digital services and gain more client spend in other areas.

Chris at Bamboo Nine said, "(Mediahawk's) call tracking has provided crucial knowledge to optimise bid management and drive effective cost per click and cost per lead. This has enabled us to make a better return on investment for our clients, which in turn has led them to keep their marketing with us".

**Contact Mediahawk today to discover how our call tracking and marketing attribution software will help your marketing agency thrive.**