

#### Case study

## Achieve 5 times as many calls without increasing ad spend



**Receptional is an award-winning, digital marketing agency, specialising in paid search advertising and SEO. They are at the forefront of search marketing and aim to provide a personalised, flexible service that deliver outstanding results to over 40 clients.**

### The challenge

Receptional realised that some of their clients receive a high volume of inbound sales phone calls and although they could analyse all the clicks their client campaigns were receiving, phone calls were causing a bit of a blind spot in their reporting.

As a B2B service, Receptional themselves also received a large proportion of inbound leads over the phone that were not being attributed to their own marketing efforts.

### The solution

Receptional contacted Mediahawk about their call tracking solution. They wanted to use a piece of software that meant they could report accurately on the phone sales attributed to their own marketing efforts, as well as their clients.

"Mediahawk's call tracking software was just what we were looking for" said Justin Deaville, Receptional's Managing Director. "We'd known for a while we weren't getting the complete picture of sales associated with our marketing efforts, but now we can fill those essential gaps. The set up was really simple, the software is easy to use and Mediahawk were fantastic to deal with throughout the process."

### The results

"My agency has been using Mediahawk for several years now - we couldn't work without it" said Justin. "Some of our clients receive thousands of calls a day. Mediahawk helps us to see which marketing methods are generating those calls. Then we prioritised our spending accordingly."

"For one client, when we started using Mediahawk, we were able to generate five times as many calls – without increasing ad spend. You can imagine how happy the client was!"

"For one client, when we started using Mediahawk, we were able to generate five times as many calls – without increasing ad spend. You can imagine how happy the client was!"

**JUSTIN DEAVILLE,  
MANAGING DIRECTOR**  
**Receptional**

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