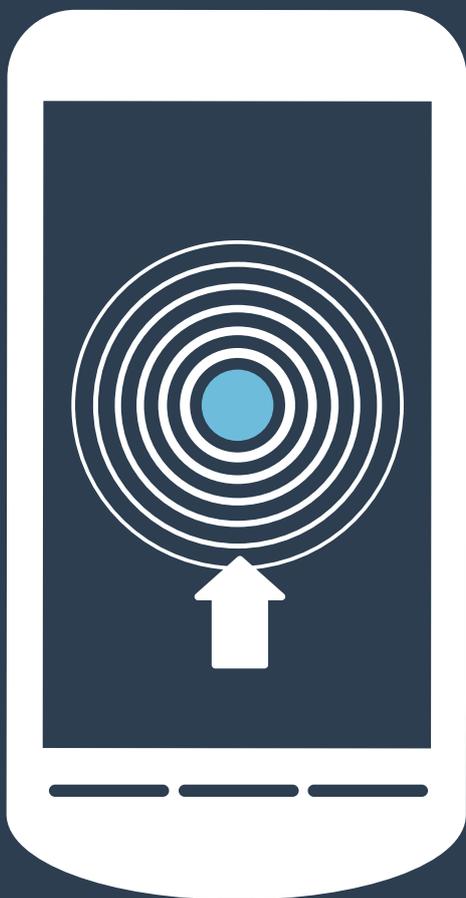


# mediahawk

**Case Study:** How Bamboo Nine achieve **98% client retention rate** using call tracking software



“The flexibility of Mediahawk’s call tracking software allowed Bamboo Nine to quickly pinpoint their client’s converting 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

## Case Study: A Digital Marketing Agency Using Call Tracking

# The Challenge

Many agencies achieve great work for their clients. They get fantastic results – more and happier clients. But those brilliant results go to waste. Why? Well, all too often, their customers don’t understand or even see the benefits of the agency’s good work. Call tracking software helps agencies deliver great results. Better still, it shows the value of the agency’s work.

Call tracking provides agencies with tangible data – real proof that marketing campaigns are generating leads and phone calls. Here’s how one agency used call tracking software to achieve a 100% client retention rate.

# Bamboo Nine achieve **98% client retention rate** using call tracking software

## The Need



[Bamboo Nine](#) is a full service digital agency specialising in Pay Per Click (PPC) advertising. The agency has invested heavily in bid management software so they can quickly adjust bid spend to focus on performing search terms for their clients. For this reason, it's vital they know which keywords are generating visits to their client's site and, more importantly, which keywords are actually driving calls and enquiries.

Bamboo Nine uses Mediahawk's call tracking software to understand which keywords are driving calls. It helps them optimise their clients' PPC campaigns. Call tracking allows Bamboo Nine's consultants to see how paid search generates telephone enquiries. What's more it allows them to drill down into the data to pull out the most relevant and profitable keywords. In other words, their consultant can prove that they're spending budget in the right places.

## The Solution



### Bespoke integration

Most call tracking software will only show which PPC keywords get clicks. Mediahawk set up a bespoke integration using their call tracking API feed to send keyword driven call data directly to Bamboo Nine's bid management system. This allowed the agency to quickly focus campaigns and PPC spend on performing keywords. So how did this impact upon their clients' campaigns and improve their service offering?

# The Results

## Deliver proven 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.

Call tracking has helped Bamboo Nine to deliver results and quantify their client's return on investment. This has led to increased client retention rates and even resulted in clients spending more money with the agency.

The agency has also been able to use the call data to optimise their client's wider marketing activity: from monitoring organic driven phone calls to emails and form submits. This has led to more intuitive SEO and content recommendations and enabled the agency to cross sell their full suite of digital services and gain more client spend in other areas.

## Improved service offering

According to Chris at Bamboo Nine, using Mediahawk's software "has really helped us with improving the quality of our client pitches. We're able to tell clients that we use a call tracking provider with software that can tell you which keywords are definitely driving calls".

"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".

“Since using Mediahawk, we have had a 98% retention rate due to the ability to prove that we as an agency generate incoming calls (leads) for our clients”.

Chris Rivera, Director, Bamboo Nine

## Added value for your clients

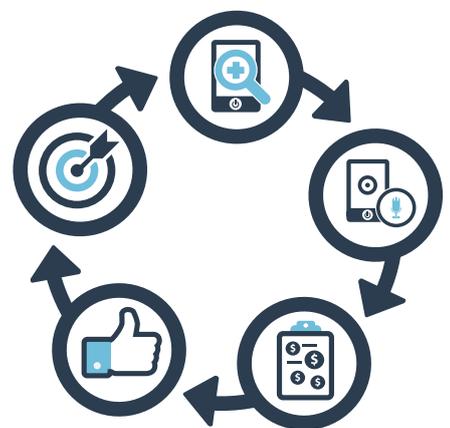
For Bamboo Nine’s clients, Mediahawk’s call tracking provides peace of mind. Chris said “our clients can physically see that calls are being generated from their AdWords campaigns so they know that their investment is paying off”.

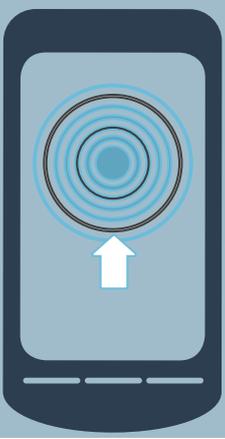
Chris further added “we also use call tracking reports to show clients that their marketing activity is working for them – even when they think they’ve had a quiet day; we can show them that they have had a number of missed calls which could have been potential leads, so they can chase up these calls”.

## Reports help to train call handlers

Bamboo Nine’s clients also value the ability to listen to inbound calls, as it provides training exercises for their sales team. It’s helped them improve how they handle calls, ensuring that they’re providing the best customer service for all the calls that our activity is generating - and ultimately close more leads.

“One specific example is drilling down into the phone call data to analyse ring length. It’s a valuable metric which shows clients how their staff are operating and performing. For example, if a call wasn’t answered until 10 rings that’s a lead that could go cold”.





# Call Tracking For Marketing Agencies

Get in touch today to see how call tracking can enhance your services, streamline conversion tracking and improve client retention.

- **Measure your SEO and PPC efforts and measure which are really generating telephone conversions.** Make sure you're focusing on the right keywords and not wasting valuable marketing budget.
- **Improve customer service and sales staff effectiveness with call recording and call whisper.** By listening to inbound and outbound calls you can monitor how staff are performing and help to improve their performance with personalised training. You can also listen for any frequently asked questions to improve your content marketing strategy.
- **Follow your visitors through your website and discover which pages they visit before, during and after a call.** This is a super effective way of optimising your website as some pages will drive more phone calls than others.

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