

Mobile Marketing Matters Bridgevine discovers that more than 20% of buyers research on desktop, but place orders on mobile devices



About Bridgevine, Inc.

- Marketing and Technology
- Vero Beach, Florida

Goals

- Increase sales of bundled home services
- Lower cost-per-click
- Increase mobile direct sales allocation vs. call center
- Decrease cost of acquisition

Approach

Initiated series of Google mobile ads campaigns featuring strong incentives for customers to buy direct from their phones or click-to-call – funneling new sales streams for Internet, tv, voice, home security, and consumer electronic bundles from multiple service providers.

Results

- **Streamlined sales process:** Discovered that simple, easy to understand, value-added mobile offers increase the sales funnel by 10% to date.
- **Lowered overall cost of sale:** Cost-effective mobile direct sales increased 25% while expensive voice-aided transactions decreased 15%, lowering overall cost of sale by 25%
- **Created new outlet for partner services:** Unearthed new stream of customers and revenue for multiple service partners with low cost-per-click and high click-through rate
- **Met customer demand:** created a friendly and intuitive user experience for customers seeking home services and consumer electronics.

Bridgevine is focused on customer acquisition empowered by its proprietary Acquisition and Merchandising Platform, AMP. AMP combines SEO, SEM, mobile, Daily Deals, Internet radio, display, social, and affiliates. Perhaps the most intriguing and consistent finding is the consumer propensity to research across channels such as desktop search, mobile search, and display. Bridgevine's solutions track the correlation among channels and have unearthed some intriguing results. The company has found that 7.6% of mobile leads and 20.8% of mobile buyers start by searching on their desktop computers, then place orders using their mobile devices.

"We're seeing the greatest correlation between desktop and mobile search, which now exceeds more than 10% of our acquisition channel," says Mark Weibel, Executive Vice President of Marketing at Bridgevine. "Over 20% of customers that bought via their mobile device started out searching on desktop. That shows us that customers are likely to act when they have a mobile device in hand. It's something we can use to craft more successful campaigns for customers."

Bundled for savings

Bridgevine has been very successful in leveraging mobile advertising options including click-to-call and a two-step ordering process perfect for phones and tablets to obtain customers at high volumes and low cost. The privately held, Florida- and Atlanta-based firm knows how to adroitly leverage mobile technology to streamline customer experiences while reducing the cost of sales – a very attractive value proposition for leading cable telecommunication, utility, home security and other service providers seeking to maximize sales across platforms and diversify the ways people discover good deals. Increasingly, the platform-enabled marketing firm is adding mobile-based search ads to increase and maximize its customers' returns.

Not only does Bridgevine use Google mobile ads to attract and retain a steady stream of customers for its partners, it does so in a way that has lowered the cost of sales by at least 25%. The key to success is determining the correlation between desktop and mobile and enhancing the experience based on the cross-channel correlation.

Well-documented trends are the increasing number of buyers utilizing mobile discovery to shop, and buyers seeking deals. Specifically, Bridgevine has embraced deals and simplification as ways to convert customers.

Today's digital customers search through many channels including desktop search and mobile. They are looking for a streamlined and pleasant experience especially for complex services such as TV, voice, and Internet. "We make the process streamlined and simple, while removing all of the 'noise' that interferes with a smooth buying process, whether on their computer or mobile device. The key to understanding our customer is the ability to track across channel, and our ability to accurately A/B and multivariate test across channels," says Weibel.

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
<http://adwords.google.com>

"Bridgevine's campaigns resulted in a 10% increase in mobile transactions than without Google mobile ads."
—Mark Weibel, Executive Vice President of Marketing, Bridgevine

Lower costs, higher results

When Bridgevine launched a series of Google mobile ads campaigns to drive traffic to mobile-only deals found on sites optimized with shopping carts, they knew they were initiating a strategic advantage, but admit they were astounded to see such excellent results. They saw how putting an increasing emphasis on mobile in addition to desktop could create a further competitive advantage for clients.

According to Weibel, the Google mobile ads campaigns exceeded their expectations across the board, with a low cost-per-impression, a higher-than-anticipated click-through rate, and an incredibly low cost-per-click rate.

When prospects click on a Bridgevine mobile ad, they are taken to a mobile-optimized site where they can click to call, or opt to purchase the deal directly from their mobile device. Even though communication plans are traditionally complex and often confusing, the Bridgevine mobile sites are easy to understand and simple to use. From click to close, this mobile program has dramatically accelerated and streamlined the sales process. "Our biggest surprise?, the 10% increase in customers willing to order home services directly from a mobile device. Imagine 'Search, Choose, Customize, Buy' for home services. We have made it simple and customers are obviously embracing mobile buying," Weibel says.

Every order that comes in direct from mobile without a call center assist costs about 25% less than a sales agent voice transaction costing between \$10 and \$15, so Bridgevine and its customers are delighted to see mobile direct sales trending upward and call center transactions decreasing.

Over a nine-month period, mobile direct sales stemming from Google mobile ads campaigns increased approximately 25%, while the number of voice-assisted calls dropped about 15%. Not only is this trend cost-effective in terms of individual transactions, it illustrates about a 10% increase in overall customer engagements and an incremental lift in total sales with increasing shift from the desktop to mobile sales.

Maximizing mobile

With the goal of reaching the widest possible mobile audience, Bridgevine's mobile-only offers are available across platforms, and so can be tied to key words to specific devices – iPhone, iPad, Android – and then tracked to reveal where and how the Google mobile ads campaigns should be tweaked. "It's important to our service provider partners that no matter how customers reach them, a positive mobile experience will occur," notes Weibel. "We make sure that every customer interaction with our partners' brand is a positive one – and Google mobile ads is a perfect complement." Bridgevine will continue to invest in building its mobile technology and will continue to add new campaigns for growth.

