



Case Study

Client: Tax Advocacy Firm

Problem: Lead Quality & Scalability

Solution: Broadcast Radio Lead Campaign

Problem:

This Tax Advocacy firm came to us with a common problem many of our clients have experienced.

1. The ability to get quality leads from a consistent performing source.
2. Scaling volume...without the sacrifice in quality.

Our client had tested with several other providers taking inbound calls on a pay-per-call model. These providers used both outbound radio and television campaigns to drive calls from consumers who owed back taxes. Overall, they found the lead quality was unacceptable. When they found a provider with acceptable performance metrics, the issue then became scaling the campaign without sacrificing the lead quality.

Solution:

This client was looking for radio or television inbound leads, generated from a quality creative, airing on premium station formats, period. That's what we delivered.

Vessel Media was able to set this client up to receive calls from our tax radio campaigns that have performed top notch. This was co-op style campaign utilizing a generic brand and a fixed cost per call delivered only during the clients' hours of operation. After two weeks of testing they were ready to scale the campaign. They saw the ROI they were looking for and pulled budget from non-performing sources over to Vessel Media. This client has been able to consistently convert the inbound calls we provided in the 10-12% range and has remained an active client for more than a year.

Takeaway:

We can do the same for you!

Contact us today at 800-691-8567 or email us at: sales@vesselmedia.com