

Call Tracking Client: Beaurepaires



Beaurepaires is one of Australia and New Zealand's leading tyre retailers, with approximately 280 stores and around 1700 employees in Australia. Its expertise extends to cars, four wheel drives, trucks, forklifts, farm equipment and fleets of every type and size across the country. Founded by Olympian Sir Frank Beaurepaire in 1922, the success of Beaurepaires is due to its exceptional combination of quality product ranges, facilities, experience and service expertise. For more information about Beaurepaires and its products and services, please visit www.beaurepaires.com.au

Background

Among Australian tyre retailers Beaurepaires has been one of the most enthusiastic adopters of digital marketing channels to engage with their customers. In early 2011 these customers were predominantly buying Beaurepaires products and services at one of their 280 or so bricks and mortar outlets. But thousands of customers were also calling ahead to request or confirm information

before actually dropping in to these stores. To understand how digital channels were driving these call enquiries it meant going beyond measuring just the standard metrics of click traffic to Beaurepaires' websites. With this challenge in mind Beaurepaires partnered with Google to devise a technology solution to measure how online channels were driving actual customer enquiries.

"We wanted to further analyse our existing digital marketing initiatives to better understand which were more successful in converting website traffic into actual sales leads," said Daniel Lloyd, Beaurepaires Online Marketing Manager.

The Solution

Enter call tracking - a product designed to help businesses better understand the value of digital by measuring the phone calls generated to a business as a direct result of

information found online. Google partnered with Jet Interactive, a leading third-party provider of call tracking technology to build out a bespoke solution for Beaurepaires.

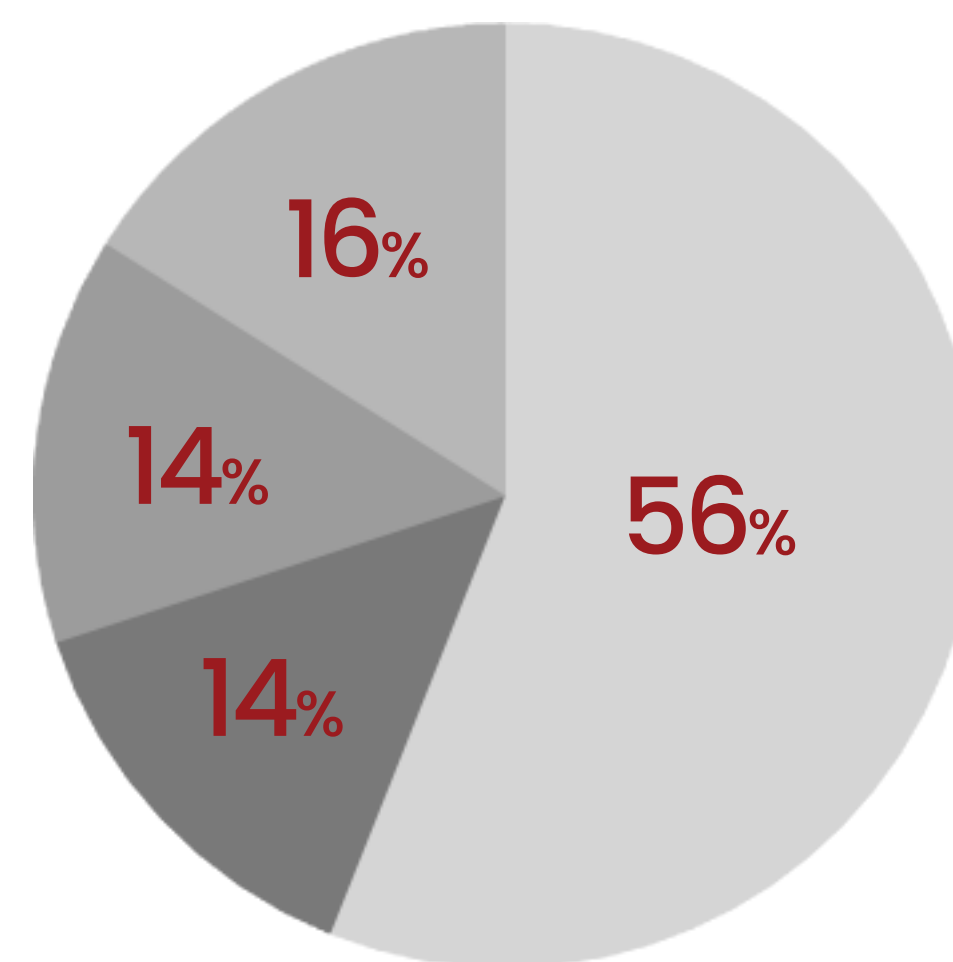
"By implementing the call-tracking trial we were able to specifically pinpoint the digital channel that our customers had taken to contact our stores," Mr. Lloyd said.

What We Tracked

Over a 4 month period, call-tracking reported thousands of call leads to Beaurepaires' national call centre (13 23 81) and to ten participating Sydney Metro stores (calls made directly to local store numbers).

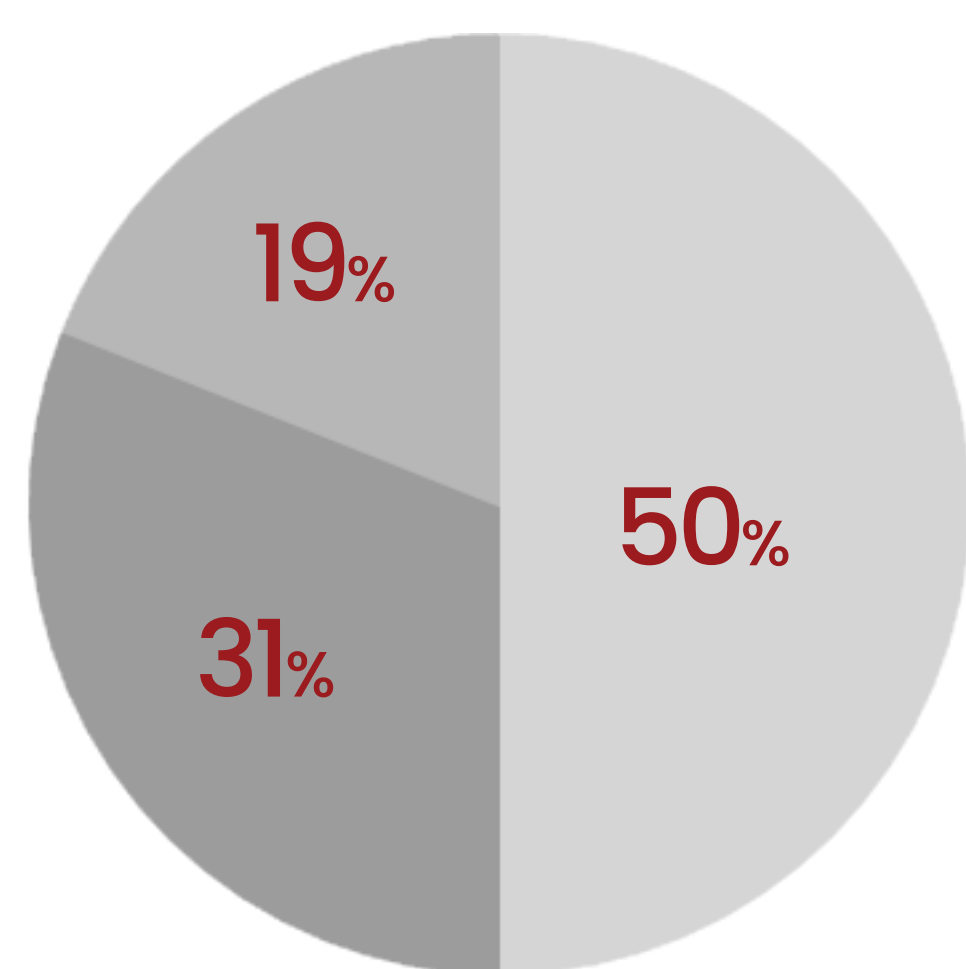
Callers made these calls to Beaurepaires from the following online locations:

- the desktop website (www.beaurepaires.com.au)
- the mobile website (www.m.beaurepaires.com.au)
- directly from mobile search ads (click-to-call)
- directly from free Google Places business listings



Media Source

- **56%**
Main Website
- **16%**
Free Google Place Listing
- **14%**
Mobile Website
- **14%**
Paid Click-to-Call Search Ad (mobile only)



Source of Call

- **50%**
Paid Advertising
- **19%**
Other (direct - referral)
- **31%**
Free Search Listings

The media sources for all calls were also tracked and categorised as follows:

- **Paid Advertising** - Adwords (desktop & mobile SEM), Admob Mobile Advertising
- **Free Search listings** - Organic Google Search (SEO) & Google Places listings
- **Other** - direct and referral traffic from non-Google websites

The Results

This trial provided a wealth of data that sheds new light on how consumers are using online information prior to calling physical stores. This should be of great interest to any marketer seeking to understand how best to use online channels to drive offline sales and enquires.

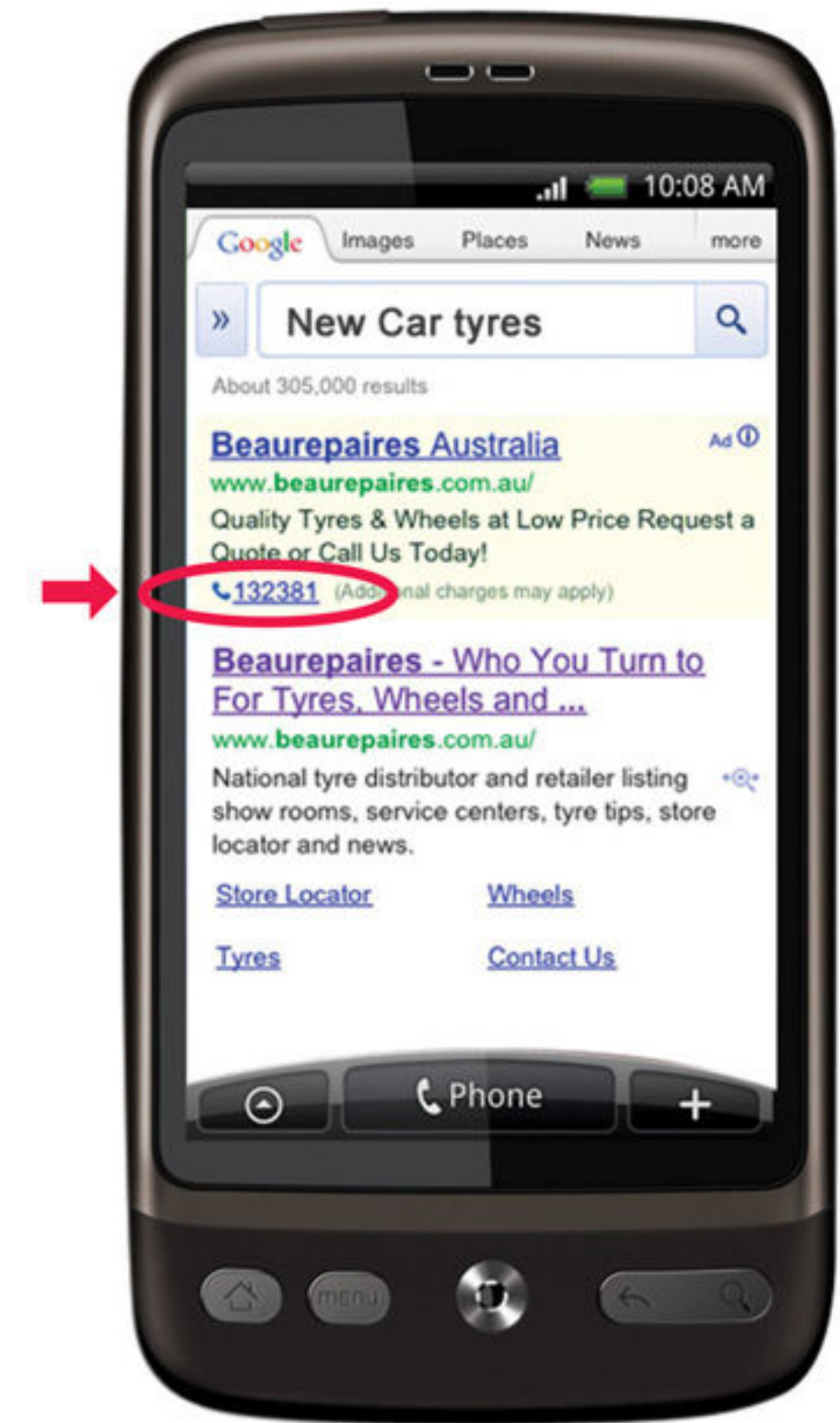
Local Information is Key

The data suggest that local calls direct-to-store account for approximately 80% of all call leads that Beaurepaires receive nationwide, a far higher proportion than had been expected. This appears to show tyre buyers' distinct preference for accurate local information online, particularly when they are in a desktop environment. When they are on the mobile website, however, this trend is reversed.

Over 95% of all calls from the mobile website were to the national call centre with the store locator functionality used far less than on the desktop website. While 3G connection speeds and mobile website navigability are important factors, the data suggests consumers find speed-to-action and ease of use most important when using mobile phones to find and contact local outlets.

Mobile Click-to-Call Convenience

Smartphones are uniquely placed to narrow the gap between a consumer's intent (such as a search query) and an actual action (for instance clicking-to-call). More than a quarter of all call leads came via mobile channels. Of these half were from click-to-Call mobile search ads.



Paid Versus Free

The trial also highlighted that in digital both paid media and free search listings play important and complimentary roles in driving sales leads (see chart opposite). 50% of all tracked calls came via paid media, namely desktop and mobile search as well as Admob mobile display banner ads. Free organic search listings provided 31% of all tracked calls and nearly half of these calls

were made direct from a Google Places listing without the caller ever clicking through to the Beaurepaires website. The remaining 'Other' category consists of all other calls made to the national call centre or to the ten Sydney Metro stores via the Beaurepaires website and includes all referrals from non-Google websites.

"The data collected by the call-tracking trial showed us how successful each of our digital marketing channels were at engaging with our customers. It showed us how we can enhance these relationships whilst improving ROI of our online resources," said Jaime Hardley, Beaurepaires National Marketing Manager.

What's next?

As a result of the call tracking test, Beaurepaires plans to examine new ways to closely link call leads to actual sales. In this way they hope to be able to map out in detail and on a near real-time basis which marketing channels are driving in-store sales.

Looking to the future, Beaurepaires sees call-tracking as an important tool to better tailor the customer experience, increase loyalty and generate increased ROI from a digital presence.

"As an industry leader, this call-tracking study has allowed Beaurepaires to revolutionise how digital marketing is utilised as a key ingredient in the marketing mix," Ms Hardley said.