

# Case Study: PagesJaunes

Industry > Media Directory

Increasing Customer Loyalty and Proving Advertising Performance with ATG Call Tracking

French media group increases advertiser loyalty and retention by providing them with precise real time ROI data.

#### THE CHALLENGE:

##### Provide ROI Data

PagesJaunes, a leading provider of Internet, mobile Internet and print advertising in Europe, wanted to provide more and more precise ROI data from their customers' ads.

#### THE SOLUTION:

##### Demonstrating Performance

ATG's on-demand Lead Performance solutions, which include Call Tracking and Click to Call, enabled PagesJaunes to provide a precise real time measure of advertising effectiveness and ROI. PagesJaunes provided the most important metric - number of calls - and this metric was transparent, meaning the advertisers could access the data directly themselves.

#### THE RESULT:

##### Increasing Customer Loyalty

Because of Call Tracking, PagesJaunes is now able to offer its clients a better interpretation of the calls their advertisements generate, including information such as calls per hour, calls per day, missed calls, unique calls and soon call location. Reports can be produced in real time, letting PagesJaunes respond to advertiser inquiries immediately. The bottom line is that ATG Call Tracking has enabled PagesJaunes to provide its clients the advertising ROI data they need, which in turn has increased customer loyalty toward PagesJaunes.

#### A Need to Add Value

In the very competitive world of local online and print advertising, PagesJaunes sought to add value for its advertisers by providing them with the tools to measure advertising effectiveness. The advertising market had traditionally lacked reliable metrics, but with ATG's solutions PagesJaunes could fill the demand for better statistical indicators. "The number of telephone calls delivered to advertisers is a valuable metric because calls generate sales much more often than clicks," explained Monique Tourniaire, Audience and Performance Manager of



PagesJaunes is a leading provider of advertising and local information via the Internet, mobile Internet and print. Based in France, the company offers a multitude of services to optimize the advertising performance of its 700,000 advertisers.

*"Providing the call tracking service at no cost to our advertisers has been a real competitive advantage for us."*

— Monique Tourniaire  
Audience and Performance Manager,  
PagesJaunes



PagesJaune's customer portal provides tools to help advertisers track ROI and optimize their advertising

PagesJaunes. A recent survey of advertisers found that 75 percent of them rated telephone calls as the highest quality lead over in-person visits to stores, clicks in response to an online ad, search or map<sup>1</sup>.

### Better Data for Better Results

With ATG Call Tracking, PagesJaunes is bringing real added value to its advertisers by letting them know the number of calls their ads have generated. "Call Tracking lets us prove the ROI to our advertisers and, today, our priority is to give more visibility to the leads we deliver every day," said Tourniaire.

Unlike competitive products, ATG Call Tracking also provides information on the number of calls missed or forwarded, as well as unique calls, lost calls, and call location. "Our clients have been very satisfied with the depth of the information provided on calls generated by their ads. This information lets them route the calls based upon the context - much more robust than what would be possible with just information on the number of calls. ATG has enhanced the role of PagesJaunes by giving it the depth of information to be a true consultant to our clients," explained Tourniaire.

Call Tracking is the best means to measure the impact of print advertising. "With Call Tracking we had better customer retention and satisfaction among clients using the service," explained Tourniaire.

*"ATG listened to what advertisers wanted and their products played an enormous role in improving our services."*

— Monique Tourniaire  
Audience and Performance Manager, PagesJaunes

### A Real Competitive Advantage

"Providing the call tracking service at no cost to our advertisers has been a real competitive advantage for us," said Tourniaire.

PagesJaunes is studying the possibility of extending ATG Call Tracking to their mobile Internet offering to demonstrate the effectiveness of mobile advertising.

"ATG listened to what advertisers wanted and their products played an enormous role in improving our services," concluded Tourniaire.

To learn more about PagesJaunes, please visit [www.pagesjaunes.fr](http://www.pagesjaunes.fr).

Find out how [ATG Call Tracking](#), part of the [ATG Lead Performance](#) solution, can help you grow your business with confidence.

<sup>1</sup> BIA/Kelsey