

CASE STUDY

How Livelinks Drove Over 200,000 Phone Calls from Per-Inquiry Print Advertising

Project Overview

The Client

Livelinks is a chat line serving over 1,300 cities across Canada and the USA. With more local phone lines than any other chat line in North America, Livelinks is a leader in the market for connecting local singles to one another through the phone.

The Challenge

Livelinks was already generating millions of calls through online, mobile, and traditional print campaigns but wanted to ensure they were paying for high quality leads that would convert into real business.



Our Solutions

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STEP 1: STRATEGY AND PLANNING

According to Prestige's research, calls that lasted a minimum of two minutes yielded a 98% conversion rate. Using Livelinks' existing ad creative, and a two minute mark as the threshold for payout, Prestige helped negotiate a price that would be both affordable for Livelinks, and profitable for PI partners.

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STEP 2: PROCESS

Prestige reached out to our network of PI publications to showcase and secure ad placements. If publications were interested in running the ad, they could request the ad using an easy online process. The selected Livelinks ad would then be uploaded as a .PDF to the publication's PI account and the ads would be run at their own discretion.

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STEP 3: MEASURING EFFECTIVENESS

Prestige used unique 800 numbers for each print publication. If a publication that requested an ad had a local focus, Prestige used phone numbers with a local area code relevant to the publication's circulation region.

Results

In 2013, the Livelinks ad was inserted into 180 newspapers, magazines, and shoppers, with ad sizes ranging from classified to full-page. In total, these per-inquiry print ad placements generated over 200,000 qualified phone calls.

200,000

Over 200,000 phone calls were generated by our per-inquiry print ad placements.

About Prestige Marketing and Our Services

Prestige is dedicated to helping businesses navigate the complex world of digital marketing. Through careful research and expert consultation, our strategies focus on helping you work smarter rather than harder; connecting your business with the highest quality leads and consumers. Big or small, online or offline, Prestige Marketing is here to help your business grow.

For more information about Prestige Marketing and our services, please contact Amanda Lee:

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