

MOBILE INNOVATION

Client



Agency



PROBLEM

Oxford Learning Centres is Canada's leading supplementary educational provider offering unique custom tutoring and educational packages at over 100 franchise locations across the country.

As technology moved into a digital and mobile first world, Oxford Learning Centres knew it needed to connect with their key target audience online in a highly saturated and competitive market. Oxford Learning Centres and Northern Commerce recognized that the mobile experience had to go beyond a standard campaign and true innovations needed to be made in order to ensure the best possible mobile journey.

SOLUTION

- Leveraged call tracking platforms abilities to track calls across multiple advertising mediums for consistent lead attribution to marketing initiatives, these calls are also tracked so that franchisees can listen and track back leads
- **Increased mobile investment by 36%** year over year while placing aggressive bid modifiers on mobile clicks, leveraging mobile specific creative and ad extensions
- Used Google My Business to import optimized franchise locations as extensions allowing the campaign to show the nearest franchise to the user equipped with AdWords custom phone number
- Website conversion rate optimizations with a mobile first approach: dynamically swapping franchise information based on used location, adding clear CTA's above the fold, and making it intuitive for customer to call their preferred franchise directly.
- Integrating with Oxford Learning Centres' ChainSync franchise management system we provided the franchises with real-time call tracking for leads and the ability for franchisees to track the entire lifecycle of the lead from initial point of contact to lifetime value of customer.

RESULTS

As a result of the combination of account restructuring, campaign best practices and onpage optimizations, the overall conversion rate was **increased 79%** with call conversion rates alone **increasing 145%**. Putting mobile first and innovating based on business goals has allowed Northern Commerce to drive immense business value for Oxford Learning Centres.

↑ 70%

CALL CONVERSIONS

↑ 145%

CALL CONVERSIONS RATE

↑ 24%

LEAD CONVERSIONS

↑ 79%

LEAD CONVERSION RATE

↓ 43%

COST PER LEAD