



2019

# QuinStreet Boosts Marketing Performance and Revenue Results with Hiya Connect

Building customer trust with Branded Call translates to more revenue per lead and decreased agent costs

QuinStreet is a pioneer in delivering online marketplace solutions to match searchers with brands. They provide consumers with the digital media they need to do their research and the businesses they run or represent with interested, opted-in consumers. QuinStreet powers digital marketplaces across industries including insurance, home services, personal loans, banking, and credit cards.

## Mislabeled and Unidentified Calls Created Mistrust

QuinStreet responds to information requests in their marketplaces using phone calls and text messages. As a result, their ability to provide the services the consumers seek is directly affected by their ability to connect over the phone.

Yet, they struggled to get consumers to answer calls that were often mislabeled as telemarketing or spam calls, and unidentified calls created confusion and distrust with consumers.

This below-par call performance hindered QuinStreet's ability to meet lead volume and revenue goals.

## Customers Trust QuinStreet's Branded Calls

QuinStreet searched for call identity solutions across mobile carriers and found Hiya Connect Branded Call. After a trial period to prove effectiveness, the results they achieved were undeniable. Now, outgoing calls display the QuinStreet brand and a call reason so customers can easily decide whether or not they want to answer the phone to speak to an agent.

Not only are they getting more people to answer calls, the length and quality of those calls improved and revenue per lead increased.

“**The performance increases that we've seen have proven that our consumers are appreciative of our company information displaying on their devices. By ensuring that the customer sees exactly who's attempting to contact them, we speak to a higher intent consumer and our performance metrics back that up.**

*Tyler Orrell, Senior Director and General Manager of Call Center, QuinStreet*

## QuinStreet

**Headquarters**  
Foster City, CA

**Founded**  
1999

**Public/private**  
Public

**Industry**  
Performance Marketing

**Call Type**  
Sales

## Performance and Revenue Results Tell the Whole Story

When customers know it's an expected call from one of QuinStreet's brands, the call quality and revenue metrics improve dramatically. QuinStreet tested Hiya Connect against a control group that didn't have caller identity and this is what they found. These four key metrics tell the whole story of Hiya's influence on their performance and revenue.

1. **Contact Rates.** QuinStreet tested contact rate improvements during a trial period with Hiya and found meaningful improvements for the Hiya outbound call segment compared to a control group
2. **Revenue per Lead and Revenue per Contact.** QuinStreet increased metrics in both areas across all categories for the Hiya Connect calls
3. **Call Duration by Attempt Level.** Monitoring the duration changes by attempt level aligns closely with improved revenue per contact. Average call duration increased with Hiya and calls lasting over 120 seconds even increased.
4. **Agent Cost per Interaction.** They've achieved much higher rates of performance against a control group

"We all know that timely data is critical for running our organizations. I'm able to access my Hiya Connect dashboards to view detailed information regarding multiple key phone metrics in aggregate and for specific phone numbers. I can easily see any issues with my numbers by identifying segments of numbers that are performing worse than others and monitoring the reputation status of those numbers."

QuinStreet also consistently monitors the performance of the call reason displayed to consumers and continually makes small changes or adjustments in their phone display to give the consumers the best information regarding who is calling.

Branded Caller ID gives consumers the power to decide if they really want to have a phone conversation. This leads to quality conversations, improvements in revenue metrics, including revenue per contact, across all categories of outbound calls. Conversely, QuinStreet's agents don't waste time talking to lower intent customers who typically choose not to answer the phone and engage, resulting in reductions in agent cost metrics.



Learn more about Hiya Connect

Visit [hiya.com/Connect](https://hiya.com/Connect) or email us today [connect@hiya.com](mailto:connect@hiya.com)

### ABOUT HIYA

Hiya is modernizing voice with trust, identity, and intelligence that drive unsurpassed performance of the voice channel. Carriers and enterprises worldwide are transforming voice with Hiya's Voice Performance Platform, achieving full call integrity, superior experience, and higher connection rates that delight customers and deliver new levels of value for the business.