

# Paid Search for the Mobile Era

**A Guide to Driving More Calls,  
Conversions and Customers**

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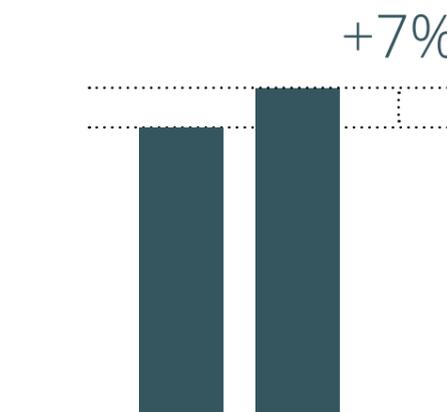
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## Introduction

# The State of Paid Search Marketing

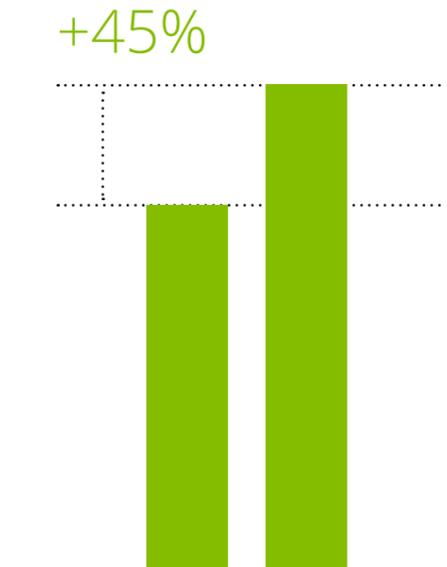
It's no secret that mobile is the future of advertising. In 2014, it has soaked up more than \$17 billion ad dollars, according to eMarketer. Experts predict the industry will reach its tipping point in 2015, as mobile searches outnumber desktop searches. With the rise of mobile search, consumer behavior has changed. According to Google, 70% of consumers have used click-to-call when searching on mobile devices, and 61% of mobile searches result in phone calls. Consumers are remembering something marketers seem to have forgotten: smartphones work as phones.

Given these new customer habits, it's time to **reimagine stale best practices, add new layers of data to your analytics, and breathe life into mobile search campaigns.** At a time when costs are on the rise and the customer journey is more complicated than ever, you must be proactive just to keep pace. First, let's look at today's trends in paid search.



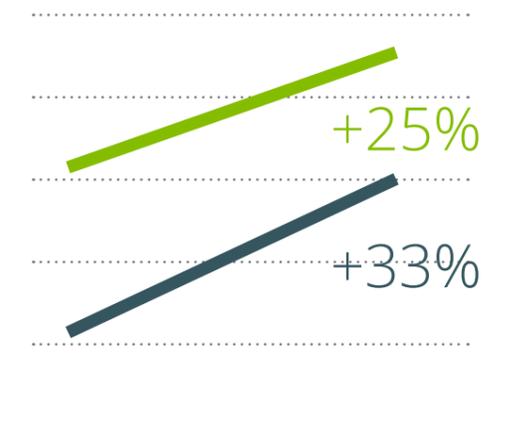
### CPCs are increasing.

According to Kenshoo, a leading search marketing management solution, this year's CPCs have increased 7% from 2013.



### Mobile is dominating.

Marketers have increased investment in mobile to keep up with the growing mobile audience. Over the course of 2013, mobile paid search spend increased 45%, according to Marin Software's annual report, "Mobile Search Advertising Around the Globe 2014."



### Paid search spend is growing.

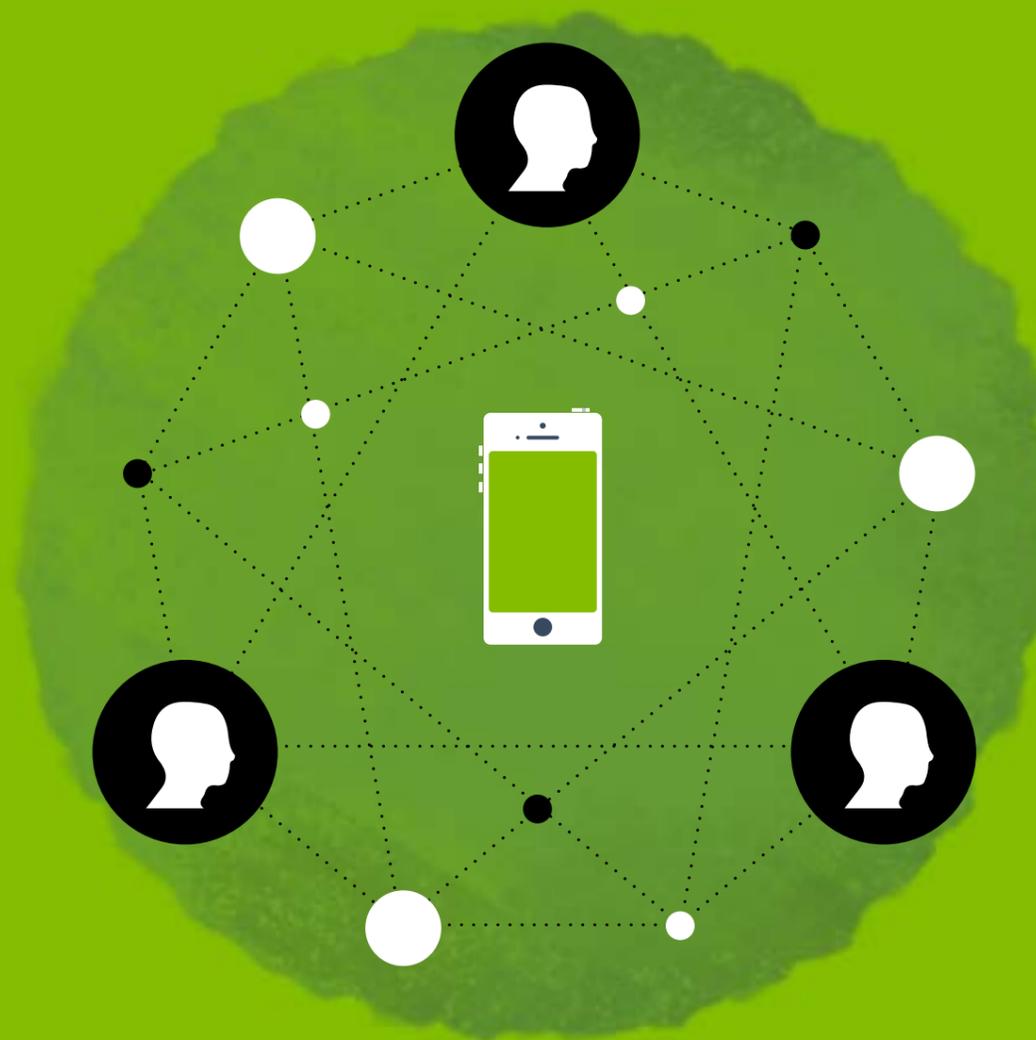
In Q2 of 2014, Kenshoo reported a 25% total year-over-year (YoY) increase in paid search spend and a 33% increase in mobile spend.

## Platforms beyond AdWords command more budget.

Google leads the pack in ad spend, but eMarketer reports that Facebook comes in second. Bing is also getting more marketing dollars, outpacing Google spend with a 53% increase YoY, as reported by The Search Agency. More and more, search marketers are diversifying their ad spend to reach a larger audience.

In summary, with steep costs, increased spending, and budgets spread across more platforms, marketers are under pressure to prove results—especially when it comes to the following:

- **Optimizing conversion rates and cost per conversion**
- **Implementing cross-channel attribution and analytics**
- **Improving mobile performance**



In this eBook, you will learn how to tackle these challenges using call intelligence.

## Part 2

# How Mobile Changed the Game



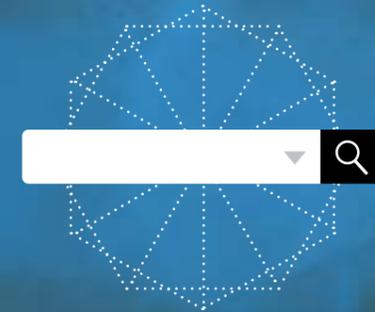
## Mobile Search is on the Rise.

People now spend more time online via their mobile devices than on desktop or laptop computers, according to comScore. Industry data also shows mobile search is expected to overtake desktop search by 2015. In light of this trend, search marketers can't afford to neglect their growing mobile audience by sticking to the old desktop formula.



## Mobile Facilitates Online and Offline Engagement.

Mobile devices bridge the digital and offline worlds. Unlike desktops, mobile phones are with us at all times, giving us the freedom to be in the real world and online all at once. Before the mobile shift, you could assume people searching the Internet were at home or work. At the very least, you knew they were stationary. Now they could be anywhere, doing anything—and that changes how they search the Internet.

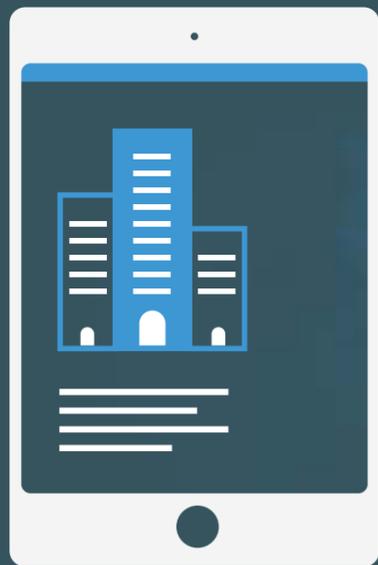


## Mobile Creates Diversity.

This new freedom has created immense diversity in the way people search. Someone on the go may be conducting early stage research, browsing products while they wait in line at the store. In contrast, the same search conducted at home could signal the person is ready to take action. A single keyword could indicate various goals depending on the person's context.

# In a Mobile World,

context reveals intent.



I want to research this insurance company and look for a quote.



I'm going to start browsing companies I know of, then complete the research at home.

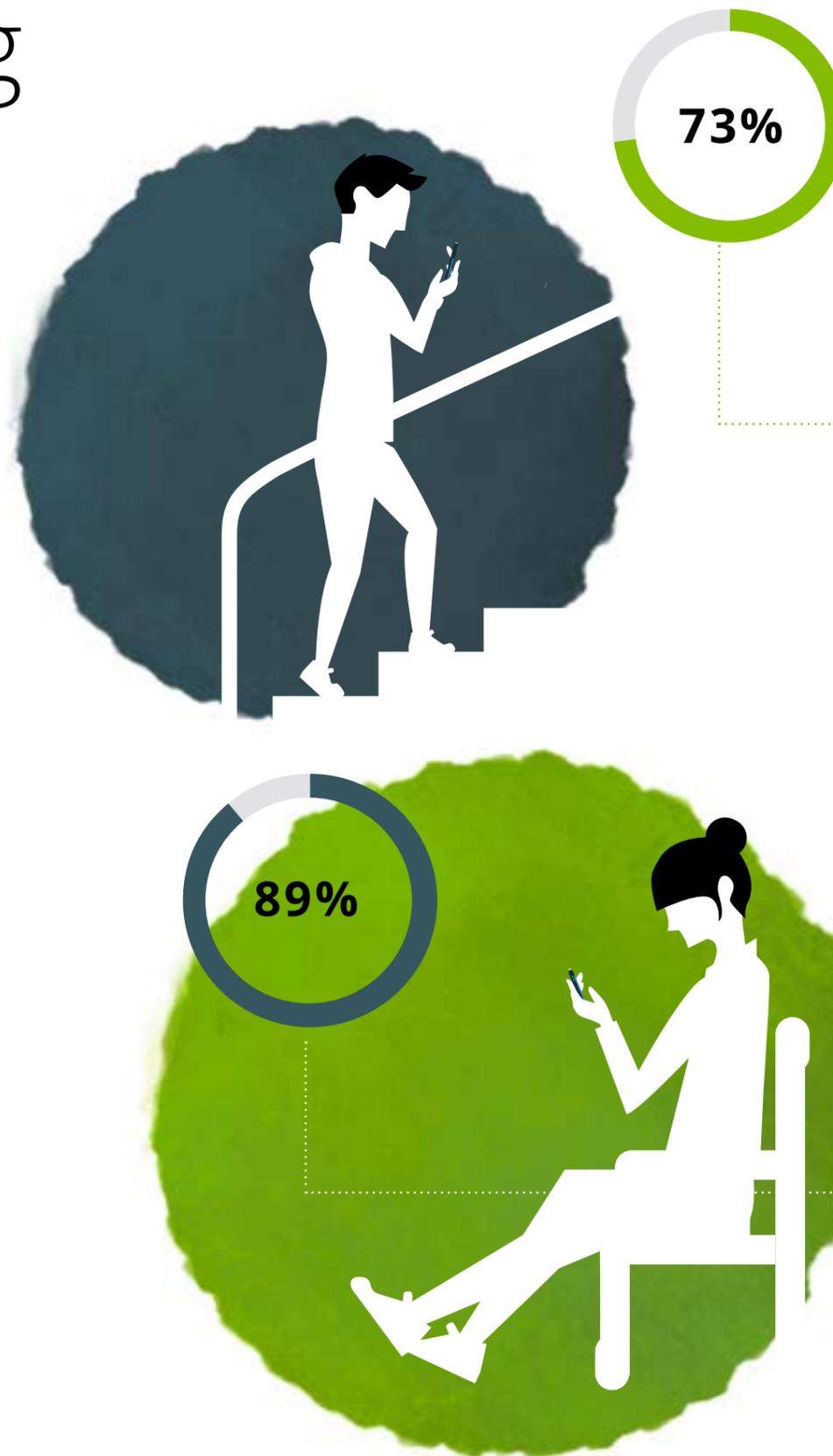


I need to get in touch with my insurance agent.

# Understanding the New Mobile Consumer

**M**obile users have different needs and expectations than people sitting in front of a desktop or laptop computer. So, treat your mobile campaigns as a separate experience with unique goals and KPIs. Design your sitelinks, landing pages, and calls to action to give your mobile audience exactly what they want. With short attention spans and small screens, mobile users require highly relevant and simple experiences.

To better understand what mobile consumers want, let's look at some of their key characteristics.



## Mobile Consumer Profile

- Action-oriented**  
 73% of mobile searches result in additional actions such as a phone call, store visit, or purchase, according to Google.
- More likely to check store inventories, look for directions, or make phone calls
- Can be at home, at work, or on the go
- More location-oriented than their desktop counterparts
- Have complex multi-channel paths to purchase
- Convert offline more than they do online**  
 89% of local mobile search conversions occur offline, according to comScore.

## Click-to-Call Convenience

More than 50% of people who connect with a business after conducting a mobile search do so by phone, according to Luma Partners. Calling is an attractive option because it aligns with a mobile searcher's needs in a way online-only experiences do not. The top two reasons, comScore found, that people use their smartphones to search are:

1. **They need information on the go.**
2. **It's easy to do.**

If people on mobile phones want convenience, why give them lead forms and clunky online purchase processes? Those conversion experiences were designed for desktops, not small touchscreens and fat thumbs. In a global marketing survey, Kenshoo found that nearly 40% of marketers believe consumers are not comfortable filling out forms on their smartphones.

Small screens have limitations, especially when people have to deal with complex navigation, multiple tabs, and high-resolution photos. Exploring products and websites with limited screen space is difficult. As a result, people often move to a desktop computer or offline to complete the transaction, if they complete it at all.

## Customers Want Personal Assistance

Google reports 70% of people have called businesses directly from the search results. The reason? Placing a call is a logical next step for motivated prospects. When looking for personal assistance, a voice conversation is the best way to get questions answered quickly. Forms, live chat, and even website navigation aren't ideal for mobile users looking for fast answers. A study by NewVoiceMedia confirms that 75% of consumers say making a phone call is the quickest way to resolve an issue.

It may go against your digital sensibilities, but the truth is: If you aren't focused on calls, you aren't maximizing mobile conversions. In the past, when hard lines separated online and offline experiences, phone calls likely fell outside your sphere of responsibility. Today, calls are part of the search experience due to mobile technology and click-to-call features. Smartphones have propelled calls to the forefront of paid search.

*"Paid search, in general, regardless of whether you're driving phone calls or data leads, typically produces consumers with a higher level of intent to make purchases or book appointments than any other medium. Now, if you can reach that consumer on their mobile device where they are even more likely to want to speak with somebody right away and make it easy for them to do so, it's a recipe for success."*



Muzaffar Abbas

CEO OF BLACKOPTEK DIGITAL

**BLACKOPTEK**  
**DIGITAL**

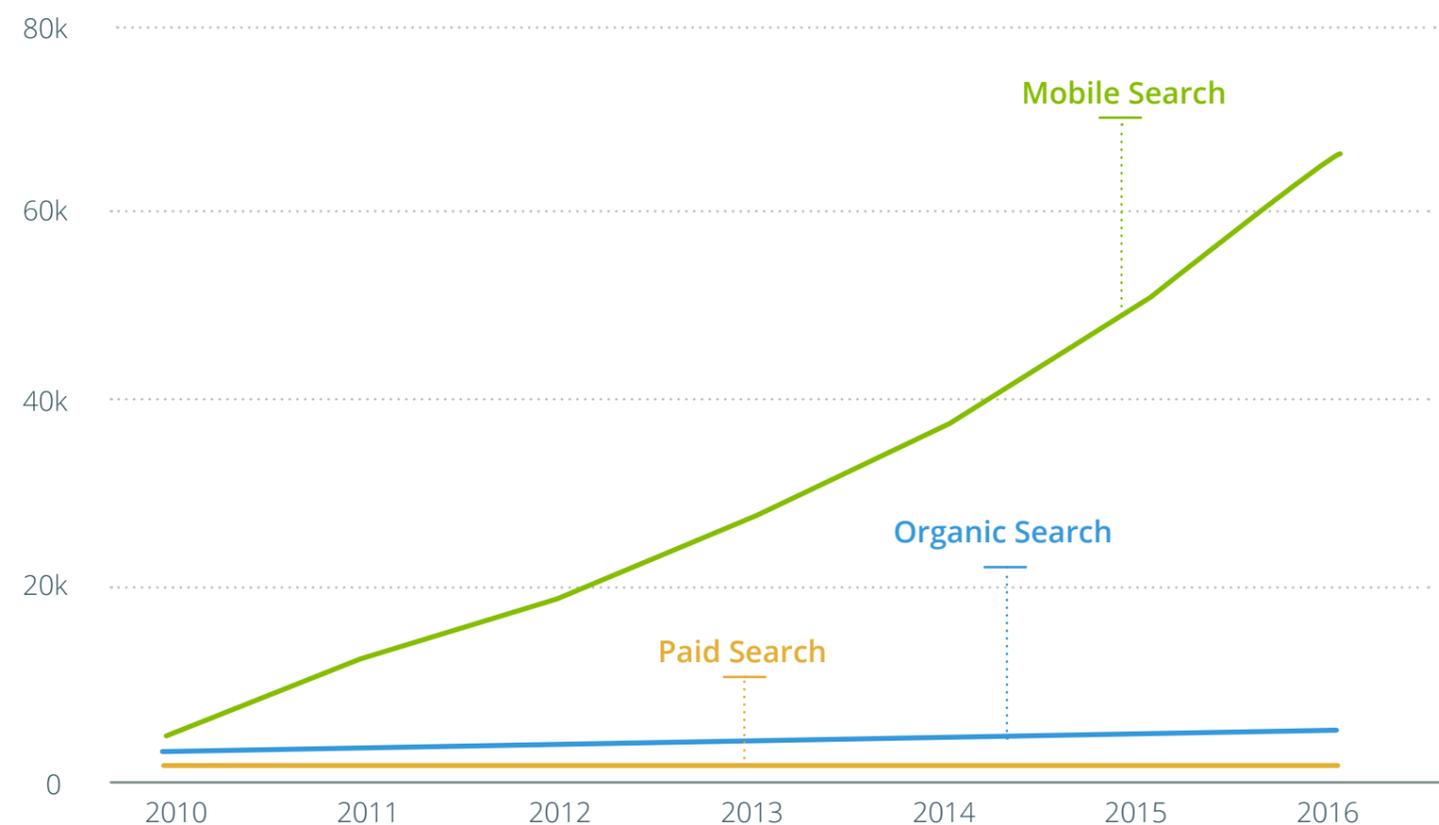
# Why Calls Are Flooding In

**P**hone calls are flooding in from paid search advertising, thanks to smartphones. By 2018, mobile search alone will drive more than 70 billion calls to businesses, as forecasted by BIA/Kelsey research firm. Currently, Google reports that paid search ads are driving at least 40 million calls per month.

Phone calls aren't just flooding in; they are driving high conversion and sales rates. In fact, according to Invoca's data, calls convert 10 to 15 times the rate of online leads.

Calls are often the backbone of local businesses' search strategy. According to BIA/Kelsey, more than 66% of SMBs rate phone calls as a good or excellent source of leads. Calls are rated higher than any other lead category, including online forms, email, and in-person leads. When people conduct local searches to find a store location or hire a local professional, making a call is a critical step.

## Calls to Businesses: Where Will They Come From?



*"One of the biggest challenges facing paid search marketers today is the explosion of mobile inventory. Creating successful campaigns on mobile is not easy. It requires marketers to think about something they often overlook: phone calls."*

Source: BIA/Kelsey, "Phone Calls are the New Click: The True SMB Marketing Opportunity"

## Ask the Experts

# How Do Local Businesses Keep the Phone Ringing?

**“About 75% of Kenshoo Local clients use call tracking, along with many agencies and large-scale retailers. Those retailers and the agencies that serve them are especially interested, given the evolution of the storefront’s role in the buying cycle.**

In the conversion path, mobile local searchers tend to be far down the funnel; they are on the go with a specific need in mind, and they are ready to act. Research from comScore, Neustar, and 15miles found that 38% of smartphone local searchers report being “in the middle” or “at the end” of the funnel, versus just 14% of desktop users. In fact, nearly 80% of local mobile searches result in a purchase.

Often, the action that mobile local searchers are prepared to take is a phone call. Marketers must be ready to capitalize on the rich data these calls provide. Once SMBs and multi-location advertisers integrate call tracking into campaign optimization, they see positive benefits. In fact, one national auto manufacturer was able to increase lead volume by up to 70% and lower overall cost per lead by up to 35% for its dealerships.”

 **Tiffany Miller**

DIRECTOR OF BUSINESS DEVELOPMENT



**“For most of our local clients or agencies that manage local merchants, call tracking is essential to their success. The only way to keep local advertisers happy is to generate phone calls.**

Using bid management with call tracking empowers customers to deliver a much higher number of phone calls. And because call analytics empower them to make better decisions, they are able to lower the cost per call.

To increase calls via mobile, advertisers should focus on optimizing mobile landing pages. Test which pages drive more calls and which pages drive quality calls. Test copy and click-to-call buttons.”

 **Marc Poirier**

FOUNDER AND EVP

ACQUISIO 

**“Calls play a huge role in the granularity of local search. Phone calls have not only been a historically critical touchpoint for local business; they make sense when you consider the bottom-funnel nature of mobile search.**

Making a restaurant reservation, looking up an auto dealership, retaining an attorney, or hiring a plumber: these transactions have always been done over the phone. So, driving calls is key to keeping in line with local search behavior and expectations.

Advertisers should analyze which campaigns, ads, and landing pages should display phone numbers but don’t or don’t do so prominently. Then place phone numbers on desktop and mobile landing pages. Advertisers should also test call conversion rates based on ad position. See what happens when ads are always in the second or first position. CPCs may be higher, but the volume and quality of calls may make the higher cost worth it.”

 **Susan Waldes**

SVP OF CLIENT SERVICES



## Industries Capitalizing on the Mobile Shift

Calls are not just important in local search. They are a critical part of the sales funnel in industries with expensive or personalized products or services. In industries like insurance, home services, higher education, and financial services, shoppers usually need to talk to a representative before making a final decision.

In industries that sell high-consideration purchases, inbound calls are booming because smartphones make calling an easy next step. Click-to-call empowers customers to search, click, and call. They don't have to fill out a lead form on a small touchscreen. They don't have to wait for a sales rep to call them back. It's a seamless experience that immediately puts customers in contact with businesses.

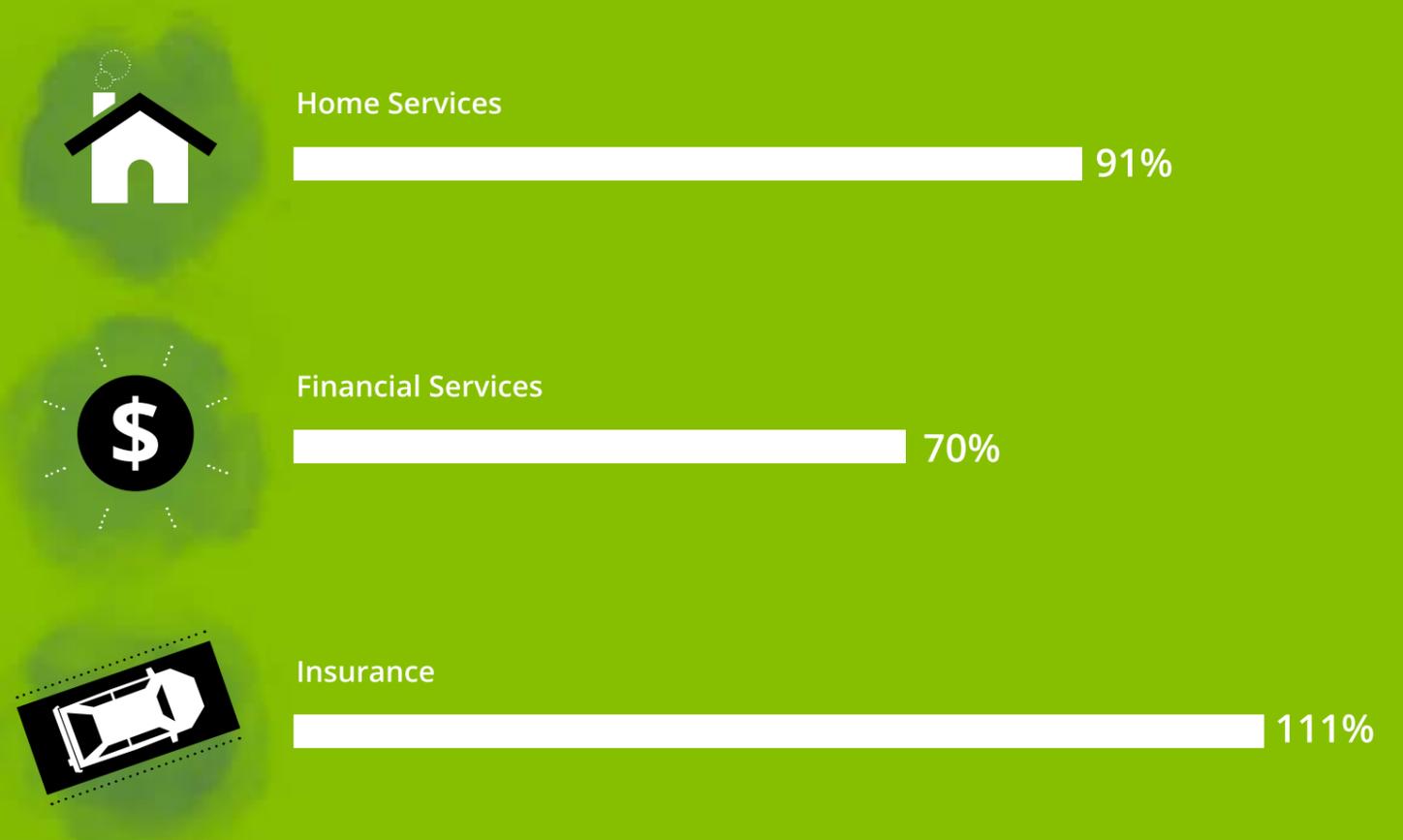
*"HealthMarkets' sales growth through call-based paid search campaigns grew 250% and contributed nearly 15% of our overall sales growth during our first-quarter enrollment campaign."*

 **Mike Stahl**

CMO AT HEALTHMARKETS

**health  
markets**<sup>SM</sup>

## Invoca Customers' Call Volume YoY Increase Q2 2013 to Q2 2014

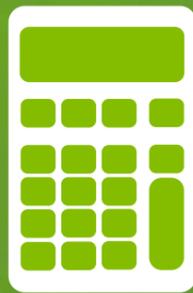


### STEP-BY-STEP AUDIT

Are you doing everything you can to drive more inbound calls?

# PPC Platforms Are Changing with the Times

The big players in pay-per-click advertising know that monetizing mobile means tapping into phone calls. Over the past year, Google has trumpeted the value of calls and expanded call reporting and functionality for AdWords. Bing has been on a similar track, and Twitter has also begun testing a click-to-call feature on its ad platform.



## March 2013

- Google launches calculator to show how mobile advertising drives value through calls.

## October 2013

- Bing launches Call Extensions for Bing Ads.

## March 2014

- Twitter announces beta testing of click-to-call button for ads.

## August 2014

- Google introduces Website Call Conversions to track when calls are made after users click through to the landing page.

## February 2013

- Google makes call-forwarding phone numbers free.
- Calls are counted as conversions in AdWords.

## September 2013

- Google publishes "The Role of Click to Call in the Path to Purchase."
- Google reports 70% of mobile searchers use the click-to-call button.

70%

## November 2013

- Google includes click-to-call phone calls in Conversion column of Google Analytics.

## May 2014

- Google improves call reporting by adding targeting dimensions and allowing for different call conversion values.

## Part 3

# Unlock Greater ROI with Call Intelligence

33%



say calls are more valuable than Web conversions.

14%



Only 14% believe Web leads are more valuable.

57%



say their sales teams prefer receiving inbound calls to Web leads.

22%

Only 22% of search marketers use AdWords call extensions or click-to-call mobile ads.

It's clear that marketers and their sales teams know inbound calls are valuable, but they're not proactively generating calls. If calls are so valuable, why are marketers sitting on the sidelines?

As a search marketer, part of your job is to be hyper-focused on the digital experience. Digital is your

native language; you can control, optimize, and monitor it. But to do the same with calls requires you to be willing to change your approach to analytics and how you interface with other departments. The good news is that making the change will pay off quickly when you have the right solution. Here are some common reasons marketers shy away from integrating calls into their search strategies.



# What's Holding You Back?

## Challenge 1

### Merging Offline and Online Data

Offline conversions tend to fall outside search marketers' comfort zone. The truth is, call tracking works much the same as online tracking.

Google AdWords offers lightweight call analytics that enable you to track the campaign and keyword that led to a call. If you're looking to really capitalize on call conversions, other solutions can give you a wider spectrum of data about each call and caller. Comprehensive data will help you generate more calls from your best customers.

Like Google, Invoca provides standard call attribution and metrics such as duration, caller geographic location, and date and time the call took place. In addition, Invoca captures the outcome of the call, demographic data, previous call activity, and online activity. The extra data paints a complete picture of your callers and their paths to purchase.

## Challenge 2

### Organizational Silos

If you're far removed from the department or call center responsible for answering the calls, you're not alone. Typically, digital marketers have little interaction with those answering the phones. The disconnect raises concerns about phone menu systems, call routing, and call center coordination. But with the right solution, call routing and call center integration are quick and painless.

To manage calls, you need visibility and control over how inbound calls are handled—just as you do for digital traffic. Call intelligence platforms give you a simple dashboard to manage your inbound calls—from tracking, to routing, to pushing data to your other analytics tools. Having a central platform also simplifies the workflow between departments. The prospect's transition from online to offline and the handoff from marketing to sales will be seamless.

## Challenge 3

### Consolidating Data From All PPC Sources

Getting a consolidated picture of the calls you're driving from all your search channels is difficult. More marketers are leveraging paid search platforms beyond Google AdWords. In fact, in Q1 2014, spend on Bing outpaced Google in a YoY comparison, as reported by The Search Agency. Marketers are also investing significant budgets in social pay-per-click platforms like Twitter and Facebook. According to Kenshoo, social ad spend was up 21% in Q2 2014 YoY. Whether you're driving calls directly from ads or landing pages, call intelligence helps consolidate the data. You'll have the full picture of your entire search marketing mix.

# Dangers of Ignoring Inbound Calls

## You Won't Get Credit for the Leads and Sales You Drive

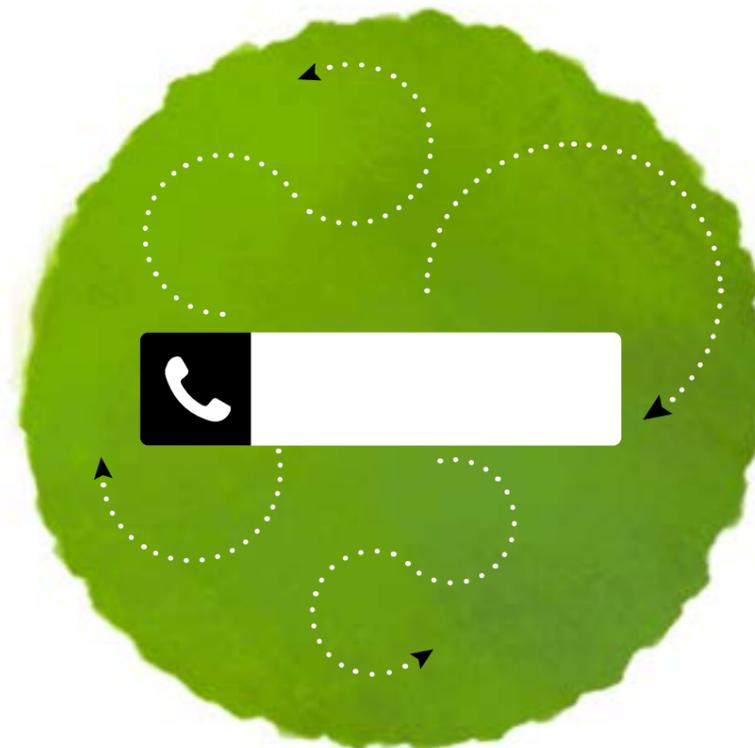
Whether you're part of an in-house marketing team or agency, you need to be able to attribute calls to the correct marketing campaign in order to justify your budget and prove your worth.

## You Can't Accurately Measure Keyword or Campaign Performance

Without understanding online and offline conversions, there's no way to really know how campaigns and keywords are performing.

## You Might be Making Harmful "Optimizations"

Without accurate or complete data, you could be lowering keyword bids, altering campaign targeting, or changing landing pages that are actually achieving great results offline.



## You Can't Calculate True ROI

Unless you have the full picture of your online and offline conversions and whether those conversions are turning into actual sales, there's no way to calculate your return on investment.

## You Won't Understand Your Customers

Call analytics reveal customer trends and behaviors. Each conversation is a goldmine of insights you can't get anywhere else.

# How Call Intelligence Works

**C**all intelligence helps marketers gain a complete understanding of the customer's journey across digital, mobile, and offline touchpoints so they can optimize their marketing spend, drive quality inbound calls, and deliver a better customer experience.



Here's a breakdown of call intelligence features:

## Dynamic Call Tracking

You can use call intelligence to tie calls to the **search engine, campaign, keyword, landing page, cookie data,** and any other **URL parameter or unique Sub ID.** Simply place a tag (small snippet of code) on your website or landing pages. Then specify the parameters you want to capture with each call. Each online visitor will see a unique tracking phone number that, when called, will capture all the user's session data.

## Call Automation

A cloud-based IVR (Interactive Voice Response) lets you control the way calls are handled. You can set custom rules and filters to make sure you only connect quality calls to your sales team or call center. You can create filters based on factors such as time of call, geographic location of caller, key presses in response to prompts, and the campaign the calls originate from.

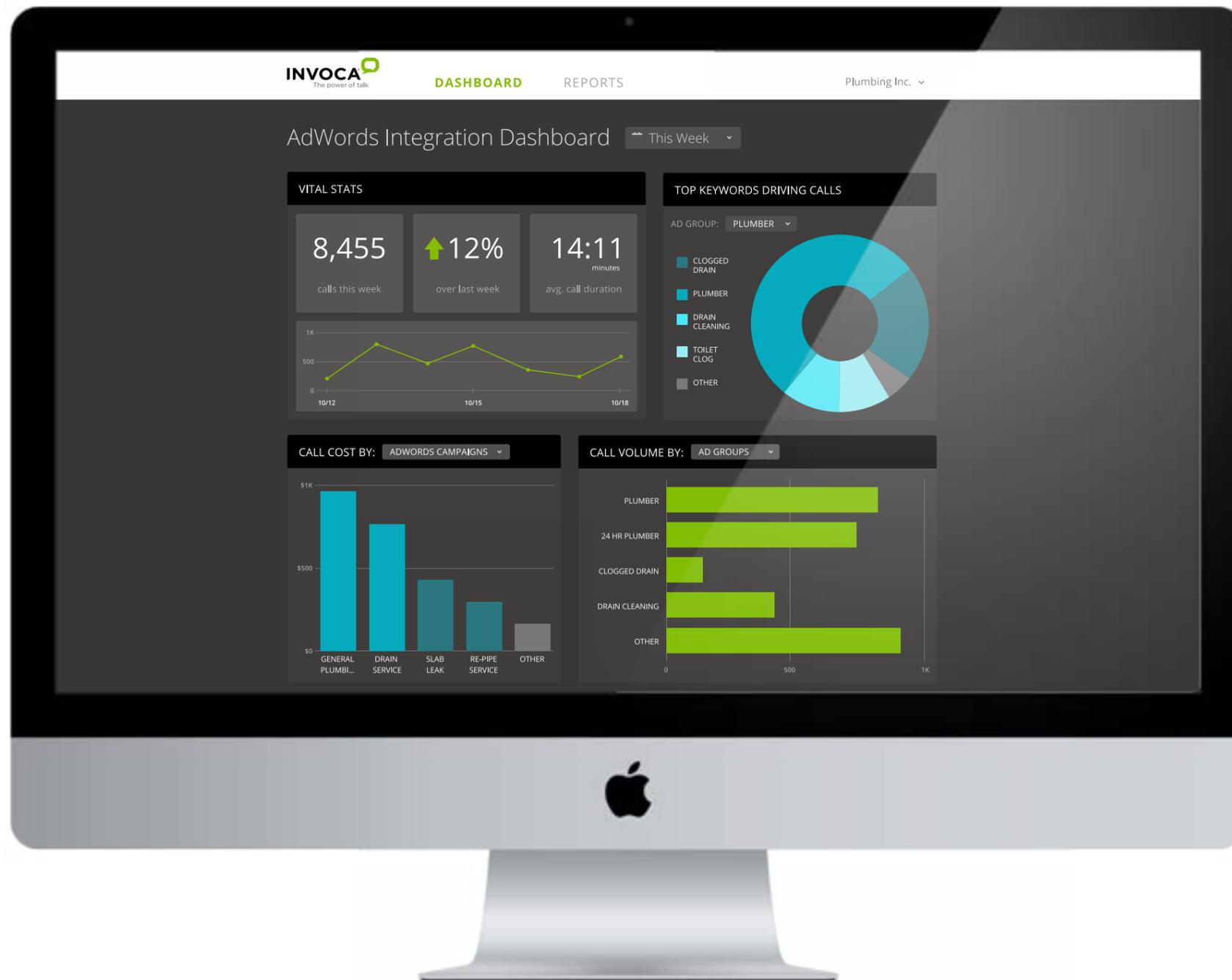
## Conversation Intelligence

This feature scans each conversation for spoken words or phrases that signal a meaningful event. By capturing what was said during a call, you can track sales, appointments, lost opportunities, and anything else you want to know. Unlike listening to call recordings, this process is completely automated and scalable.

## Integrations

Call intelligence can integrate with other analytics, bid management, or lead management solutions. Syncing your offline and online data gives you the information to make smarter decisions.

# How Call Intelligence Works



Inside Invoca's call intelligence platform, you can see the keywords, ad groups and campaigns driving phone calls. View trending data over time, valuable call analytics, and cost data associated with both click and call conversions.

# Make Call Intelligence Part of Your Paid Search Strategy

## Boost Online Conversion Rates by Showing Phone Numbers

One of the easiest ways to increase paid search conversions is to add phone numbers to your ads. Google reports that using call extensions results in an average 8% increase in click-through rates. It also improves quality score. When you include phone numbers on your ads and landing pages, you build trust with your audience.

**A Google survey found 47% of mobile searchers say they're likely to explore other brands if a business doesn't display a phone number with its search result.**

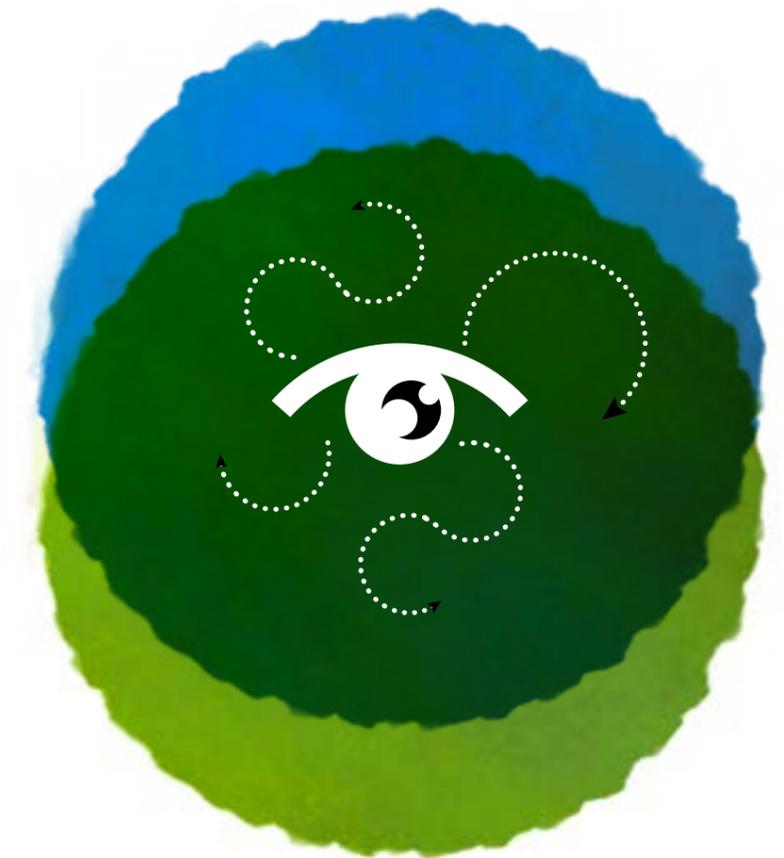
Adding a phone number makes prospects more comfortable and will improve your online performance.

## Generate More Leads and Sales by Encouraging Calls

Offering multiple ways to connect lowers abandonment rates and captures customers who you may have otherwise lost forever. Think about the number of prospects you are turning away because they don't want to provide personal information in a lead form.

A click-to-call button speaks the language of your mobile audience. It's easy, it's a native function of their smartphone, and it aligns with their goals.

Don't underestimate one-on-one contact, especially for high-consideration products. Sometimes a prospect needs to discuss options and specific needs before making a large purchase. Encouraging voice conversations affords your customers the chance to



ease concerns. It also gives your sales team the opportunity to address objections, answer questions, cross-sell, and upsell.

According to Gleanster Research, only 25% of online leads are legitimate and should advance to sales. But when prospects are motivated enough to make a call, they are far likelier to turn into valuable customers. Customers who call are not only more likely to make a purchase, they are also more likely to spend more money. Make it a priority to drive calls, and you will connect with motivated, high-value customers.

Here are 8 ways to actively drive calls from your paid search campaigns.



1

Use Google or Bing call extensions so that phone numbers and click-to-call buttons will display with your ads.

2

Strategically display phone numbers on your landing pages. Not all landing pages need a phone number. Monitor which campaigns and keywords convert better over the phone, then prominently display a phone number or click-to-call button on those landing pages.

3

Use local numbers for your local search campaigns. This matters a little less for your mobile audience, who will see a click-to-call button, but desktop users looking for a local merchant want to see a local phone number.

4

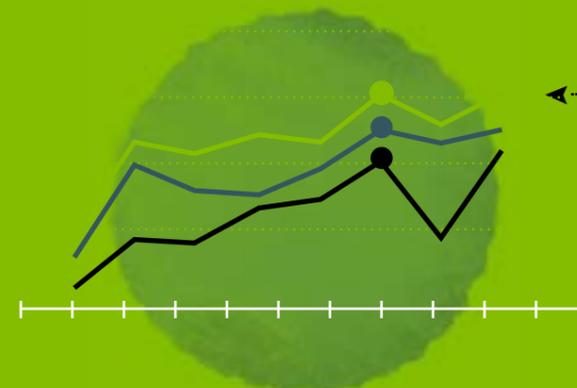
Only display phone numbers and use call extensions during business hours. Driving calls that will end up going to voicemail is pointless, unless you have a self-serve phone system that can automate information requests and transactions. If you accept calls 24/7, say so.

5

Make your call-based CTAs bold and clear. What goal can callers complete over the phone? Why should they call? Examples of effective call-based CTAs include "Call Now for a Quote," "Call to Speak to a Live Agent," or "Call for a Discounted Rate."

6

Increase your bid on keywords that are driving high-quality calls.



7

Remember: All calls are not equal. Use call duration metrics and conversation intelligence to measure the value and outcome of each call. Reduce your bid on keywords that tend to drive low-quality calls or the wrong types of calls, such as job inquiries or customer service requests.

8

Test your CTAs and landing pages. Optimizing your landing pages is one of the easiest and most cost-effective ways to improve results. Test your copy to see what drives more calls. Test your click-to-call button size, font, and placement—just as you would for any other CTA. As you know, small changes can make a huge difference.

## Empower Your Agency or Marketing Distribution Partners with Call Tracking

If you're working with a marketing agency that manages your paid search, give them the tools to drive and track calls on your behalf. Your agency will generate more traffic when they are confident they will get credit for their efforts. With Invoca, agencies have their own logins to create and manage call-based campaigns. They can set up call tracking and access custom reporting.

Invoca's platform also has a powerful feature that allows agencies or in-house marketers to manage third-party distribution partners. Marketers, in-house or on the agency side, can empower third-party partners to drive and track calls. Everyone has an Invoca login with custom access. Advertisers can track partners, conversions, and all associated costs and revenue. Invoca's central platform makes expanding marketing reach and increasing calls incredibly simple.



## Gather the Data to do More

The same metrics you use to track and measure your online traffic is available for your call traffic. Like clicks, calls can be tied to:

- Search engine
- Referral source
- Campaign
- Ad group
- Keyword
- Landing page
- Unique parameters and Sub IDs

Call tracking lets you measure the performance of every element in your paid search campaigns. You will know the keywords, ad copy, campaigns, landing pages, and CTAs that are helping to drive calls. Without tracking call conversions, you are missing half the picture and could be making bad decisions as a result.

For example, knowing which keywords drive calls will help you optimize your bidding strategy. Advertisers often reduce bids on keywords driving customer service calls and let those people click their organic listing instead.

Call tracking also gives advertisers insights to optimize landing pages. If a landing page has a high call conversion rate, it makes sense to focus the experience around calls. Some advertisers even remove the form altogether for mobile landing pages to encourage calls.

## Use Conversation Intelligence

If you want to go beyond mere call tracking, you can use conversation intelligence to report on the value and outcome of each call. Mining analytics from actual phone conversations will help you better understand your callers and the value of your calls. Conversation intelligence captures important words or phrases said during a call so you can easily measure its outcome. By setting conversation intelligence to look for and flag specific words said during a call, you can:

- Gauge competitor awareness and threats
- Determine lead quality
- Track conversions and sales
- Gain deep insights into customer interests, questions, and concerns

Common phrases that marketers select include "credit card number," "confirmation number," "schedule a demo," competitor names, and product names. Conversation intelligence helps you go from merely counting calls to really measuring what your calls are worth.



### STEP-BY-STEP AUDIT

Take this step-by-step audit to uncover new ways to drive more calls, conversions and customers.

## Add Call Data to Your Analytics, Retargeting, and Automation Tools

With a full picture of how your search campaigns perform in terms of online and offline conversions, you can make intelligent optimizations to increase clicks and calls.

As Marc Piorier, founder and EVP at Acquisio, explains, "The only way to know what a click is worth is to know what it's delivering—and that includes phone calls." Call analytics bring a new and powerful layer of data to the tools and solutions you use. Integrations with Google Analytics, marketing automation tools, and retargeting tools give you the power to optimize everything from keyword bids to landing pages.

*"Attribution remains a struggle for many marketers. While the industry is moving away from last-click models, many marketers are still missing the key component of tying attribution to bidding for maximum impact."*

 **Aaron Goldman**  
CMO KENSHOO





### Bid Management

When you bring call intelligence to your bid management platform, you create a much smarter keyword bidding algorithm. By tracking the online and offline performance of any given keyword, you can accurately assess when to spend more or less.

### Marketing Automation

Search marketers are using marketing automation to keep their leads warm and move prospects through the path to purchase. Call intelligence lets you create more relevant messaging by adding offline conversations to the picture. For example, you can have callers automatically placed in the relevant nurturing campaign based on which search campaign drove the call. Likewise, you can trigger a retargeting campaign based on the outcome of your inbound calls.

### CRM or Lead Management Solution

Integrating call intelligence with your CRM solution eliminates the blind spot in your marketing analytics. Traditionally, when a prospect calls, your CRM doesn't indicate the source of the call. With call intelligence, you have a clear picture of the customer's journey. This way you can map a prospect from click, to call, to revenue.

Customer Spotlight

# Q&A WITH ERIC EVANS

Founder of



## Q Before using Invoca, did you actively drive calls from paid search campaigns?

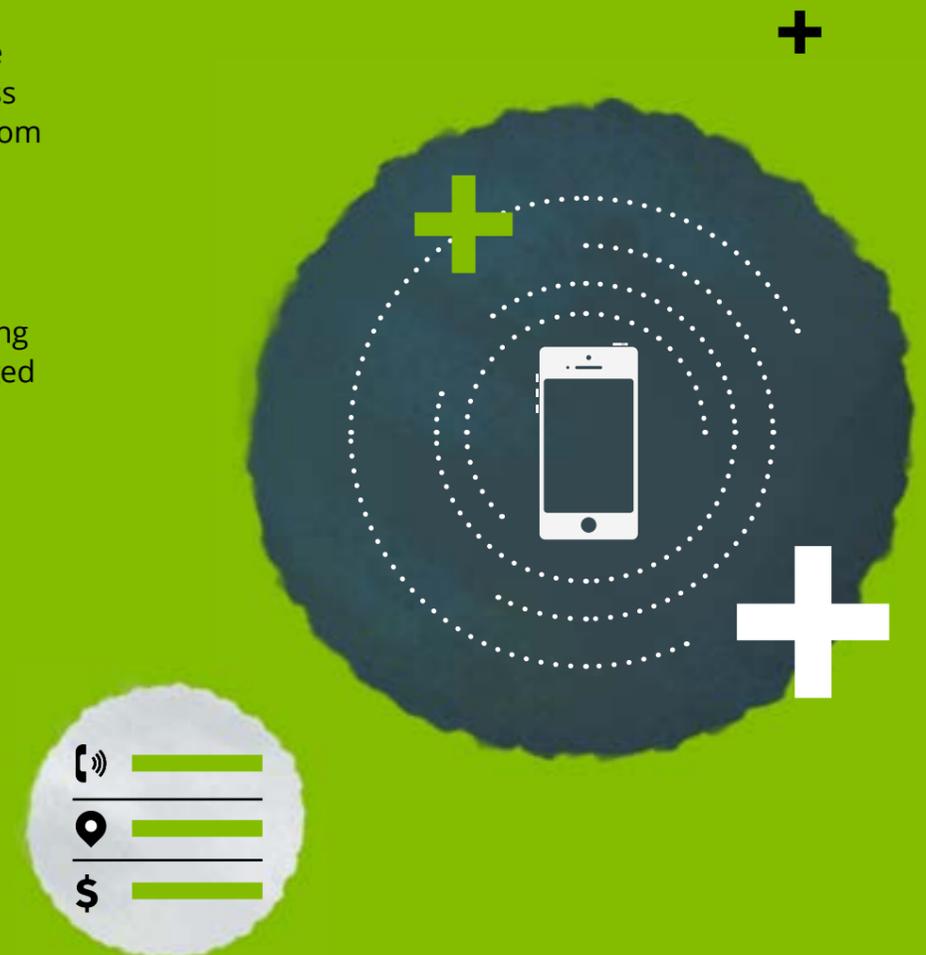
**A** Before Invoca, we did not drive calls from search ads and landing pages, it always seemed too difficult to track and optimize. Once we started using the platform, we found ways to track calls as easily as we do for form submissions. This resulted in both a new revenue stream for our company and an overall better lead quality for our clients.

## Q How have call analytics helped you optimize your paid search strategy?

**A** Using Invoca's features, we are able to look at our results all the way across the lifecycle of a search campaign—from keyword to ad variation, ad variation to landing page variation, raw calls to paid calls, and paid calls vs. sales. We optimize every step of the way, increasing what drives sales and cutting out everything else. Without full-fledged call analytics, it's guesswork—and guesswork is expensive.

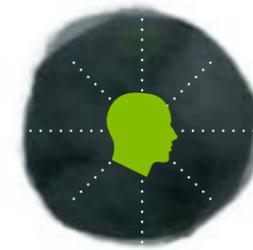
## Q Do you have any tips for paid search marketers?

**A** There are a significant amount of mobile searches that include the phrases "number" or "phone number" as part of a long-tail search. If you are taking someone searching for "pizza delivery phone number" and sending them to a website rather than giving them a trackable phone number to call and order, you're doing it wrong! Keep customer expectations in mind, and align the experience with their goals and needs.



# How to Make Meaningful Optimizations with Call Intelligence

One of the most difficult things for marketers is spending time on the things that have the potential to drive the biggest impact. Here are some key areas and common pain points where call intelligence can help you make a positive and lasting difference in your paid search performance.



## Audience Targeting

- Analyze patterns in call times and days to set bid modifiers to take advantage of peak traffic hours and days.
- If the vast majority of phone calls come from mobile ads, optimize your mobile ads and landing pages with click-to-call buttons and call-based CTAs. You may also want to adjust bid modifiers.
- Spot trends in callers' geographic locations to target valuable regions and adjust ad targeting.
- Track instances of repeat calls versus new calls to ensure campaign goals align with results.



## Campaign & Keyword Performance

- Analyze the keywords that drive quality calls, and change bids accordingly.
- Examine which campaigns convert better offline so you know when to emphasize phone calls or streamline the digital experience.
- Use conversation intelligence to track the outcome of a call so you can accurately track marketing performance, helping you spend your budget wisely.



## Customer Experience

- Track how many times customers call directly from ads versus landing pages.
- Use conversation intelligence to understand customer intent, questions, and objections so you can optimize ad and landing page copy, call treatment, and the overall customer experience.
- Use conversation intelligence to gauge competitive threat. Optimize messaging to highlight your advantage.



## Remarketing

- Use call intelligence as an extra layer in your remarketing data. If you know when a prospect calls and what happens on the phone call, you can sync that information with your retargeting campaigns.
- Avoid remarketing to people who have already become customers, or target current customers with re-engagement ads that encourage upsells or cross-sells.

## Ask the Experts

# How Can You Use Call Intelligence to Improve Retargeting Campaigns?

**A**s more marketers adopt call tracking, there are so many ways to leverage call intelligence to optimize retargeting efforts. The first step is using call intelligence to exclude call-in customers from retargeting campaigns. By integrating call data with your RSLAs (Remarketing Lists for Search Ads), you ensure that call-converted customers aren't served retargeting ads. Depending on your level of sophistication, you could even use conversation intelligence to create retargeting campaigns based on the outcome of the call. For example, if the call resulted in a sale, you can set up retargeting campaigns that promote other related products or customer loyalty.

Another option is to create a different caller experience for your retargeted visitors and callers. This way, you can customize the messaging to reflect that this person is already familiar with your brand and offering.

 **Susan Waldes**

SVP OF CLIENT SERVICES



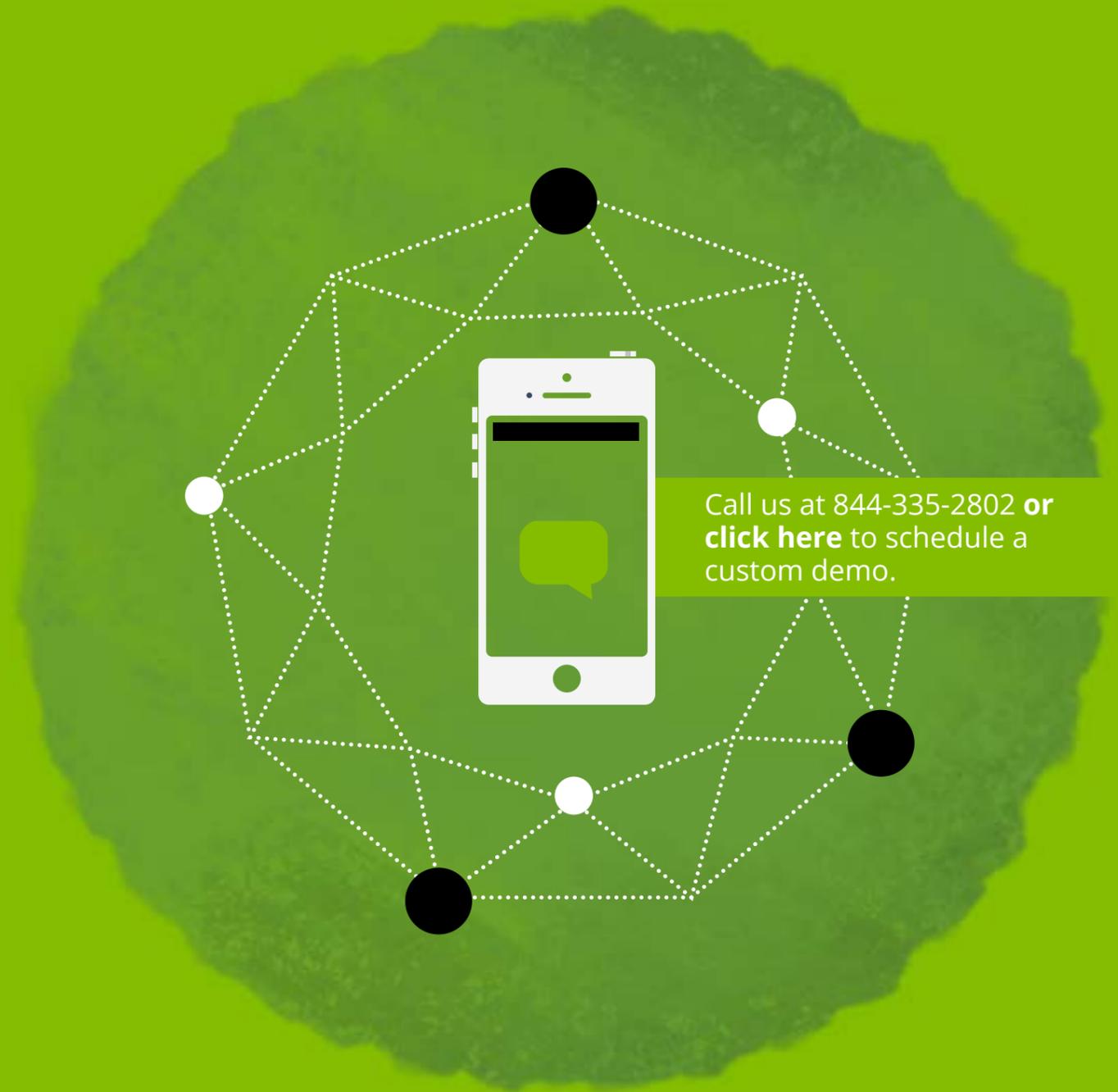
# Conclusion

**D**ue to evolving mobile behavior and new click-to-call features, phone calls are flooding into businesses.

Search marketers can use call intelligence to take advantage of this new trend and dramatically increase call conversions. With features including call tracking, call automation, conversation intelligence, and technology integrations, marketers have incredible insights into offline conversations.

For the first time, phone calls are in the hands of search marketers. You can track, automate, and optimize for calls the same way you do for clicks. Don't waste it.

Give us a call to learn more or receive a custom demo.



Call us at 844-335-2802 or [click here](#) to schedule a custom demo.



## STEP-BY-STEP AUDIT

Are you sitting on a huge opportunity or leading the pack when it comes to call intelligence?