

# High quality home services leads on demand

Are you looking to supply new leads to your contact center?

Consider CallThread by Soleo, the industry's largest pay-per-call network. As advertising dollars shift to performance marketing, home services providers look to partner with lead generators with proven results. Soleo's CallThread delivers high-intent, high-quality leads to your contact center when sales agents are available and ready to take the call. This helps our partners in the home services industry increase their ROI and win more business.



## Increase Sales in Your Most Profitable Segments with High-Value Prospects

Using a combination of ad targeting techniques, our expansive publisher network, and our interactive voice platform, CallThread can target, identify, and deliver calls that meet your ideal consumer profile.

We have helped our partners in the home services industry target their ideal prospects by using our platform to identify consumer profiles. CallThread can distinguish new prospects from customer service calls and identify the caller's desired service and location. These techniques also guard against robocall traffic and other unwanted calls, so your call center agents can focus on what matters most: high-value prospects.

## Unlock Thousands of Unique Leads

Our experienced in-house digital marketing team and network of preferred publishers generate thousands of inbound home services calls a month and can easily scale to fit the needs of any national home services provider. Our network generates these leads using a variety of online channels such as SEM, social media, and display advertising. We also generate exclusive leads through our long-standing relationships with telecom carriers. We answer calls to non-working business numbers and assist with automated informational services to connect callers to home services providers in their area. Whether they come from online or offline channels, we qualify our call traffic and remain your single point of contact for high-intent calls on demand. We work diligently to meet our partners' KPI and CPA requirements, and consistently deliver home services leads at a 45% conversion rate.

## Say Goodbye to Compliance Concerns

Using a rigorous publisher vetting process, we ensure that all call traffic is inbound and brand-safe, and that all lead generation techniques in our network are compliant with applicable consumer protection laws including but not limited to TCPA, CANSPAM, HIPPA, and CCPA. We are committed to protecting your brand and complementing your internal lead-gen efforts, so we prohibit our publishers from utilizing branded bidding, common misspellings, or advertiser trademarks. We also prohibit incentivized traffic and any advertising that guarantees rates or promises discounts. These steps ensure a smooth customer experience and further protect your brand.

# Comprehensive Support from Pay-Per-Call Experts

We understand that call campaigns are dynamic, especially when they need to be adjusted to meet the ever-changing needs of your contact centers. Our dedicated customer success team evaluates our call traffic daily and provides a full-service experience unlike any in the industry. Through our real-time reporting, we constantly evaluate all call sources. In addition, we conduct regular quality assurance checks using methods such as call recording. This allows us to optimize your pay-per-call campaigns around the budgets that you've defined.



**Conversion Rate** 45%



**Average Call Duration** 5 mins



**Thousands of Home Services Calls Each Month**



## The CallThread Difference

- Proven success in the home services industry
- Unique and expansive network of qualified publishers and telco sources
- Predictable call volume that can be paced to meet agent availability and budget requirements
- Strict compliance to consumer protection laws and regulations
- Access to our comprehensive call tracking tools and real time bidding API
- Improved consumer experience through brand-safe advertising
- Experienced, first-class customer success team

## How It Works

01

### Create Your Campaign



We'll help you set your target consumer profile and requirements for a billable call.

02

### Optimize The Campaign



The CallThread team will optimize your campaign, and our in-house team and network of publishers will generate high-quality calls.

03

### Get Compliant, High-Intent Calls



We'll qualify the calls and send them to your call center - you only pay for the ones that meet your campaign requirements.

