

Taking the Guesswork Out of Lead Generation

Attract new customers through pay-per-call
- performance marketing at its best.

Generating new prospects isn't easy. With changes in consumer behavior and rising costs in digital marketing, deciding on how to spend limited advertising dollars is becoming more difficult. No foolproof method exists, but performance marketing has proven to be one of the best investments when calculating Return on Advertising Spend (ROAS).

What's the reason? Performance marketing requires an efficient market. Those selling leads only get paid (and make a profit) if they consistently provide quality prospects at a competitive price. Pay-per-call, the fastest growing segment of performance marketing, requires specialized lead-gen



publishers to consistently generate a large supply of calls from high-intent customers. This is particularly important for high-touch service businesses that typically require a phone conversation somewhere in the sales cycle.

What is Pay-Per-Call?

Pay-per-call is a category of performance marketing that allows businesses to pay to receive phone calls from qualified customers who are actively looking for a particular service and are ready to buy.

What is a Pay-Per-Call Network?

A pay-per-call network is similar to other programmatic exchanges in how it fundamentally operates. The advertiser sets the specific campaign parameters around what kind of calls they want, how much they are willing to spend for each call, and what restrictions they may have on filtering these calls. Once these conditions are set, the pay-per-call network opens this offer to a large community of prequalified call source publishers. Call source publishers are generally specialists in one domain or another.

Some common sources include:

- ✓ Search engine marketing (Google, Bing, etc.)
- ✓ Mobile applications
- ✓ Online comparison sites
- ✓ Online business directory sites
- ✓ Non-digital avenues including print, TV, and radio
- ✓ Out of home advertising like billboards, bus benches, etc.
- ✓ Contact centers handling inbound callers
- ✓ Phone carrier services like Directory Assistance

It is the responsibility of the pay-per-call network to qualify each publisher that generates calls for an offer. A reliable pay-per-call network will have several quality measures in place to ensure that qualified leads are being generated and passed along correctly.

Measuring and Improving Campaign Performance

When it comes to performance marketing, it is critical to measure the success of your campaign to ensure you're getting the most from your marketing dollar. Pay-per-call campaigns are easy to measure, analyze, and optimize.

The following metrics gauge your success and uncover opportunities to improve your campaign:

- Call source – what sources and publishers calls are coming from
- Call volumes – how many calls you are receiving to your campaign
- Conversion rates – how many calls are qualified
- Budget used – how much of your budget has been used and how much is left
- Individual call data – individual caller information and the time and length of individual calls
- Call scoring – dynamically generated quality scores assigned to individual calls

The best way to get this data is with a real-time reporting platform that allows you to see and analyze call data in real-time as calls are coming into your campaign.

Industries That Have Success With Pay-Per-Call

A reliable pay-per-call campaign helps businesses generate highly targeted leads and meaningful brand awareness.

In our experience, the businesses that see the best return on investment with pay-per-call are service-based businesses that require a phone call at some point in the sales cycle.

Some industries that experience high ROAS with pay-per-call include:

- ✓ Insurance Providers (auto, health, life)
- ✓ Pest Control
- ✓ Home Services
- ✓ Home Security
- ✓ Financial Services
- ✓ Appliance Installation and Repair
- ✓ Auto Services

Why Choose CallThread as Your Pay-Per-Call Network?

CallThread is the largest pay-per-call network in North America, with access to a wide variety of unique call sources and publishers that fit the needs of service-oriented businesses. As a frontrunner in lead generation and call management, we utilize robocall detection technology to filter out any unwanted calls and ensure that you're only receiving leads that are qualified. We are the most transparent network in regards to how we generate and source calls.

Our experienced account managers will work directly with you to develop, customize, and optimize your pay-per-call campaign. Extensive reporting metrics and our real-time trend and opportunity reports will help you recognize which categories and locations are bringing in the most call traffic and conversions. All reporting data can be seamlessly integrated with dashboards like Google Analytics, Salesforce, Power BI and Tableau.

You're only one phone call away from taking your marketing to the next level. If you're ready to generate highly qualified leads for your business and gain meaningful brand awareness, give us a call at (833) 389-5800 or visit www.callthread.com to learn more.