

What can Pay-Per-Call do to help your inbound sales agents?

Drive higher conversion rates at a lower cost per lead

Lead generation specialists working for national and regional brands understand the importance of maintaining a steady flow of quality prospects for their contact center agents. Poor performance from inbound marketing can be a double whammy: you overpay for advertising while your customer engagement team sits idle.

The key to driving higher conversion rates for your contact center is finding consumers that are further down the sales funnel as opposed to those still shopping around. How do you find them? It isn't easy. With so many lead generation methods available, it has become increasingly difficult to be an expert in all aspects of target marketing and lead generation. To keep your inbound agents busy with qualified leads, a multichannel approach is a must. Many brands now turn to external pay-per-call networks and let domain specialists do the work for them. This is a win for a couple of key reasons: first, you cut down on the need to hire additional internal resources and second because, as the name suggests, you truly "pay per call." The net result: higher conversion rates at a significantly lower average cost per lead.

Performance marketing for contact centers

Performance marketing is one of the fastest growing segments in digital advertising, particularly in these uncertain times. Pay-per-call, ideally suited for contact centers, is the most prolific method of performance marketing. Pay-per-call represents a solid option for those businesses that only want the phone to ring when there is a caller on the other end of the line who is intent on making a transaction at that moment. A pay-per-call campaign can be tailored to the needs of each business and industry. Some brands want as many calls as they can get for a



3X

Increase in calls delivered to advertisers in Q1 2020 across several key verticals, including auto insurance and cable & satellite.

particular category (e.g. – towing) while others narrow their campaign to a specific set of consumers (e.g. – insured drivers with no traffic violations). A robust pay-per-call platform, like [CallThread](#), allows you to do either. Some calls get transferred directly to the agent while others are filtered by CallThread's interactive voice response (IVR) tool in order to further qualify consumers and block robocalls before connecting to an agent.

There are no long-term contracts or set up fees with a pay-per-call campaign and every call must last for a specified amount of time before it is considered eligible for payment. The amount of calls you receive and the price that is paid for each qualified call varies based on the category, serviceable geography, and the minimum duration set for each call. Real-time bidding is also available to dynamically change prices based on the needs of the call center.

Unique call sources not available through traditional digital marketing

CallThread is also connected to a wide variety of call sources that are not available through standard online advertising. Calls from these sources tend to be less expensive than the cost-per-click model of bidding on keywords in search engines. For example, callers might dial a phone number they see on a billboard or banner ad, hear on the radio, read in a classified ad, or watch on a television commercial. Calls can be made directly from searches on smartphones, voice assistants, social media, and chatbots as well as traditional search engines.

A source of calls unique to CallThread are from consumers that dial a nonworking business number. These consumers are given the option to be connected with similar businesses in their area. These calls are generally in categories where the consumer is in immediate need of a service such as pest control or home services. This equates to higher conversion rates. These consumers can also be prequalified before the call is connected to an agent.

Additionally, for national brands with large campaigns, CallThread offers the ability to turn on and off specific types of call sources. Some brands accept transfers from other call centers and others do not. Some allow branded advertisements and others prohibit them completely. The CallThread platform allows for this degree of specificity and customization, ensuring that the channels being used to generate the call traffic are complimentary to an internal marketing team's effort.

Quality measures to improve conversions

In each of these scenarios, technology exists to understand the intent of the caller and their location, which allows the CallThread algorithms to match the consumer to the appropriate business. The taxonomy that supports the algorithms are mapped to long- and short-tailed keywords, natural language phrases and other industry standard categories. Intent is typically derived by seeing or hearing what the consumer requested and then prequalifying with customizable voice prompts after a call has been placed.

All CallThread call sources go through a rigorous vetting process before they are allowed to join the CallThread network. An account manager interviews each source to ensure that we have a clear understanding of the consumer journey and that the call source complies with all laws and regulations, including TCPA requirements. Traffic is monitored regularly for quality and performance and robocalls are blocked through our patented approach for filtering unwanted calls. For calls that do reach a sales agent, call recording may be turned on once the consumer is notified of the advertiser's intent to do so.



1. Create Campaign

Configure your inbound call campaign with specific business categories, targeted geographies, hours of operation, and customized prompts..



2. Receive Calls

Calls are delivered to your call center via a network of qualified publishers.



3. Filter Calls

Calls are further qualified with your custom interactive voice response (IVR) menu filters.



4. Convert Calls

Improve agent productivity with highly qualified leads.

Each pay-per-call campaign also has access to online reporting with real time dashboards that provide specific details around the campaign's performance. CallThread allows specific calls to be disputed if they meet a predefined set of unfavorable criteria. If specific call sources are not meeting CPL expectations, those sources can be throttled or turned off completely. The amount of calls that a call center is expected to receive can also be paced so as not to exceed the maximum capacity of the agent pool.

Less work, better results

The CallThread team was one of the original pioneers of pay-per-call and the network has grown to be the largest dedicated source of calls in North America. The CallThread platform makes pay-per-call easy: call centers are no longer required to manage dozens of independent call sources and landing pages. The network of publishers is already in place. Bot traffic is also eliminated. Many of the CallThread publishers are connected through dynamic APIs that are informed immediately when a new campaign is activated. If custom call flows are needed to further prequalify a caller, the CallThread team matches the audio announcement provided by the publisher with those required by the advertiser.

Pay-per-call also takes the guessing game out of what call sources convert better than others. A common issue in digital marketing is wasting advertising money on clicks and impressions from users that are not in the market for your products or services. Many digital marketing tools push the user towards targeting broad audiences or keyword sets. By using automated voice to filter the caller further than their original search request, the focus is now on conversions and not unfiltered traffic.

To see how CallThread can help transform your organization's inbound call campaign, give us a call at (833) 212-3332 or visit <https://www.callthread.com/contact/>.

↑ **79%**

Increase in qualified calls delivered by CallThread in 2020.

↑ **27%**

Increase in average call duration in 2020.

* Qualified calls defined as calls longer than 30 seconds.