# Pay Per Call
# Marketing

by ...

**Call Engine**

**We Are Passionate** about delivering high volumes of new customers to our clients in a manner that is cost effective and measurable.

We spend an extensive amount of time researching and understanding your ideal client and use a scientific approach in discovering the most optimal way to connect you with them at the right time.

# Our Area of Expertise

## 60%

of smartphone users have used the click to call feature when searching for information on their phone.

Your customers are using smartphones to find you online and our internal team of mobile marketing experts can make sure that they find you. We're obsessive about analysing data and consumer behaviour, allowing us to hone-in on your target market and ensuring that your sales agents don't waste time fielding non-serviceable phone calls. We'll cater our advertising efforts according to your ideal customer and meticulously optimize at every level of the consumer experience; from keyword to ad copy, to landing page to Interactive Voice Recording (IVR). We offer a level of transparency and control that affiliate networks simply can't match.

# Why Pay Per Call Marketing

**Inbound phone call leads are naturally higher-quality than leads generated through other more traditional online methods. Here's why:**

- Callers are highly motivated buyers. They are actively searching for a service or product at that precise moment in time.

- You only pay for qualified leads that have met a specified criteria. Your agents also get a predetermined amount of time to speak with the caller to confirm that they are a viable lead, before the call becomes billable. This makes Pay Per Call Marketing among the most risk-free and measurable customer acquisition models available today.

# Your Audience

**45% of total call volume comes from mobile search.** That's more than any other digital or traditional marketing channel.

45 %

50 %

**50%** of those who have conducted research on their smartphone have **purchased a brand they wouldn't normally** purchase because of relevant information available in the moment.

# How It Works

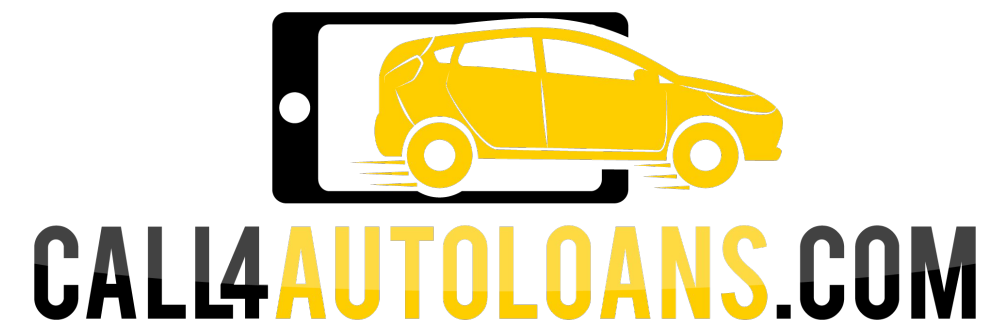LIVE PROSPECTS READY TO BUY DELIVERED TO YOUR SALES AGENTS

**1**

"Local Plumber!"

Doug is in urgent need of a plumber... so he performs a search on his mobile device

**2**

Call: (888) 222-2222
callengine.ca/1-800-get-local-plumber
Experiencing a water leak? Emergency, 24/7 service. Call us today.

A targeted mobile ad appears with an enticing offer and a call to action...

**3**

"Press 1 if you're interested in speaking with a plumber near you, otherwise, Press 2"

The caller engages with a custom Interactive Voice Response (IVR) system...

Doug's leak gets fixed

Caller speaks with the CSR for a set duration which results in a paid call and a **very interested customer**

**THE CALL ENGINE**
- Call Tracking and Routing
- Call Timing and Recording
- Call Optimization Metrics

Call is routed to the client and key metrics are tracked and accessible in real-time

1

Call Ends

2

**5**

**4**

**Consumers are 2.8x more likely** to call a business from a search ad in the telecom and finance verticals, including insurance.

MyCityDentist

Call4SeniorSavings

BestBroadbandRates

RepairCreditQuick

Affordable InsurancePrices

Cable & Internet RATES

Call4DebtHelp.com

CALL4AUTOLOANS.COM

SATELLITE INTERNETRATES.COM

Dispute Service

CallToRefinance

accessMyFreeScore

CALLSOLAREXPERTS.COM

# Mobile Experts

THE FUTURE IS MOBILE

## Fill out a form? Click to call? Give your prospects the choice.

Not all consumers are ready to speak at the moment that they search for your service. Rather than lose these prospects altogether, we create mobile –friendly lead forms that allow these consumer to request more information or a call-back at a later time.

Mobile optimized lead forms ☐

Click to call functionality ☐

Consumers choose how they want to interact ☐
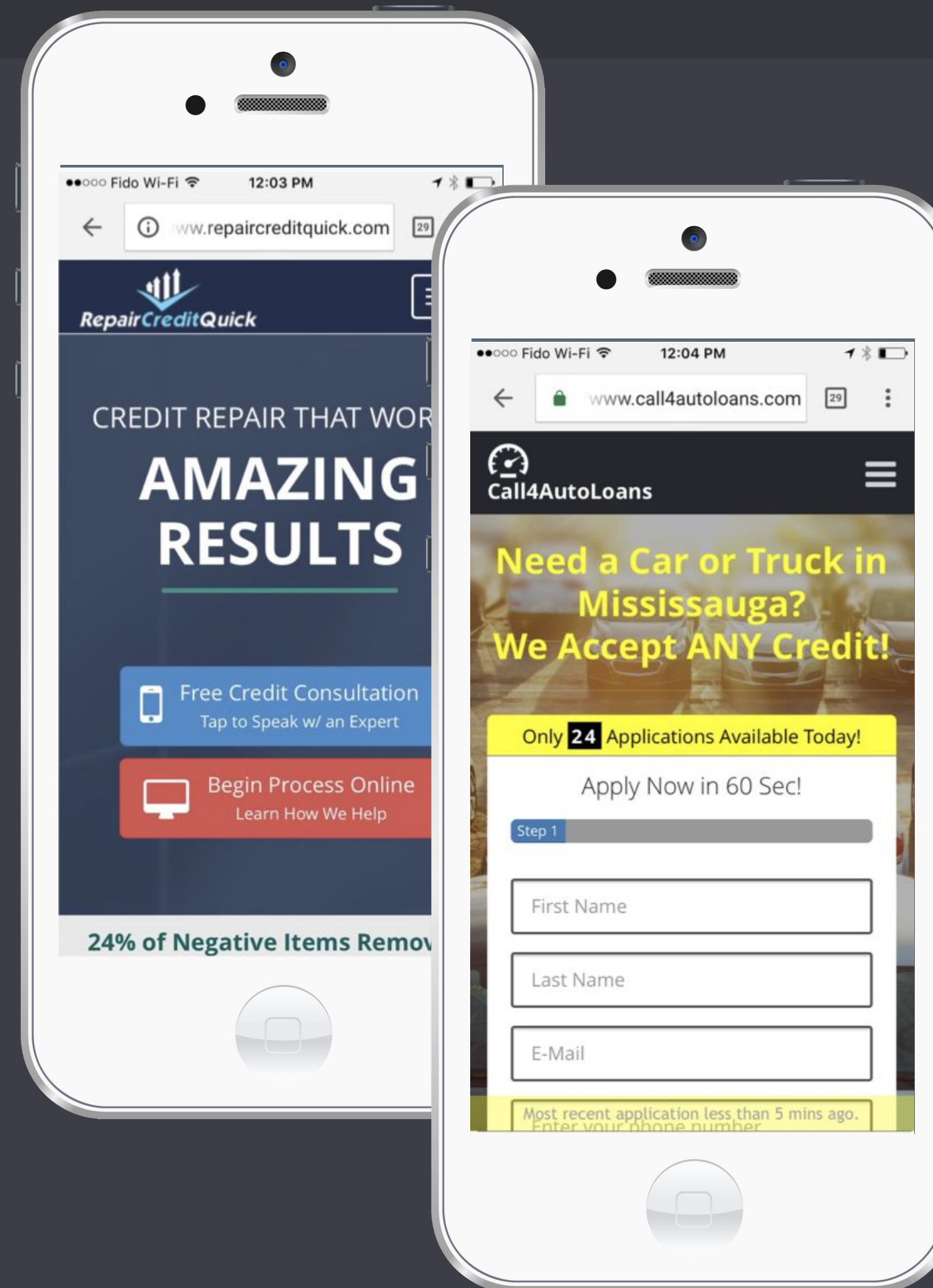
## Convert form leads to phone calls with "Lead to Call" technology

One of the biggest limitations of traditional form-fill lead generation is the challenge of getting in touch with that consumer after receiving the lead. With "Lead to Call" technology, we eliminate this problem by automatically initiating a phone call with the prospect at the exact point that they submit the form.
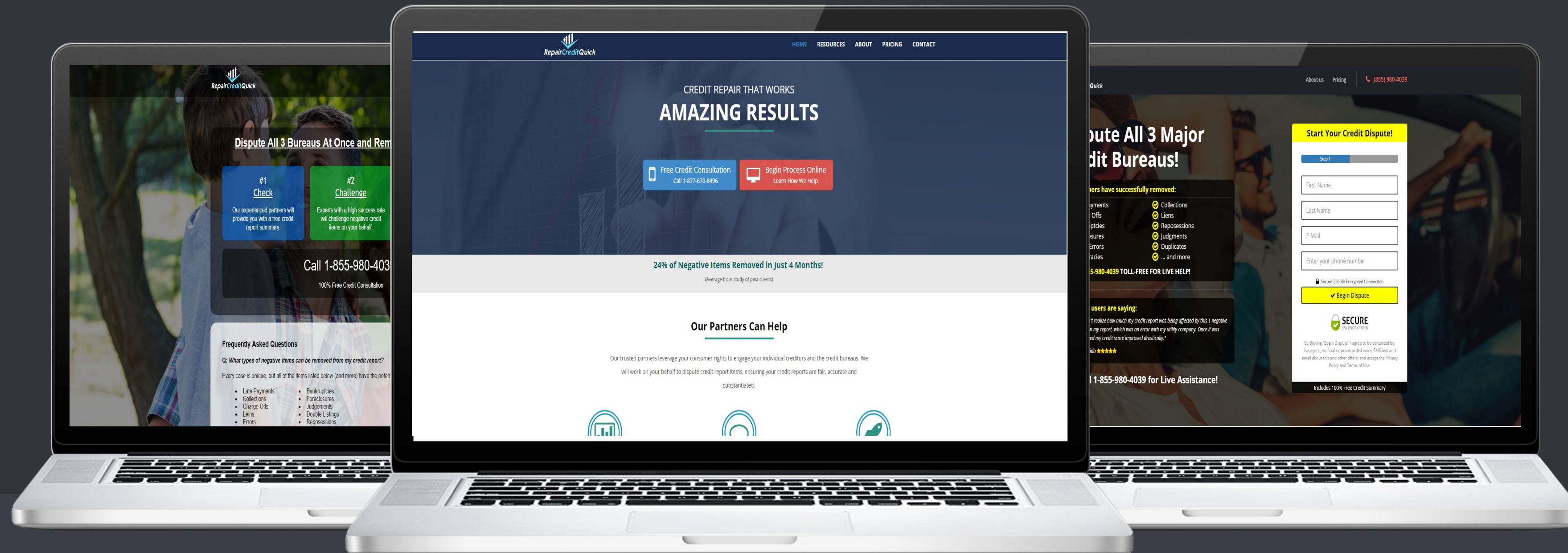
☐ Broaden your reach

☐ 100% TCPA compliant

☐ Turn desk-top form fills into incoming phone calls

# Optimization

ALWAYS BE OPTIMIZING

## IN OUR WORLD, THERE IS NO SUCH THING AS "SET IT AND FORGET IT."

Our commitment to optimization and our ability to do it efficiently is what makes us stand-out from the pack. Because we control our own traffic, we also have access to pertinent data in real-time that allows us to optimize campaigns on the fly. We're constantly A/B testing, whether it be comparing the effects of changing an IVR that uses a male voice to one that uses a female voice, or making subtle changes to ad copy based on Google searched-term reports.

# Top Brands Count On Us

*"CallEngine has proven the ability to generate a large amount of traffic as well as optimize it efficiently. They're great to work with."*

**– Natalie Devine, Progrexion.**

*CallEngine has been great to partner alongside as we grow and move into new strategic initiatives. We feel prioritized and look forward to scaling our campaign and relationship.*

**- Megan Whitesell, Select Quote**