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THE CLICK-TO-CALL
PLAYBOOK
FOR PAID SEARCH

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Search has gone mobile. And thanks to smartphones and click-to-call, consumers are responding to paid search ads by calling businesses by the billions. These calls, while often the most lucrative type of conversion, are also the most difficult to track and measure. They are creating a black hole in marketing ROI data that has made optimizing mobile PPC campaigns a challenge.

It's why marketers investing in mobile paid search must shift their old desktop-centric thinking and adopt new ad, bidding, and attribution strategies to drive more call conversions and sales.

Use this playbook to get started.

"Clicks and impressions, despite a sexier image and a decade of media adoration, aren't as highly valued by many businesses as a ringing phone."

Analyst firm BIA/Kelsey

WHY CALLS MATTER
IN PAID SEARCH

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PAID SEARCH ADVERTISING HAS GONE MOBILE

Smartphone adoption has sparked a revolution in search. As search behavior shifts from desktops to mobile devices, marketers are shifting their ad spend to target consumers where they live: on their smartphones.

Smartphone adoption has exploded. In the US in 2015, over 64% of adults own smartphones, including over 80% of people ages 18 to 50. And those numbers continue to rise.

Mobile usage is also increasing. Consumers now spend more time each month on mobile devices than on either desktops or TVs.

It should have come as no surprise then when Google announced in early 2015 that the majority of searches now take place on smartphones and mobile devices. Marketers certainly took notice, as they began shifting their paid search ad spend from desktops to mobile. By the end of 2015, over 50% of paid search spending will be for ads targeting mobile devices – and by 2017, that number will exceed 70%.

The total spend marketers are allocating to mobile paid search advertising is also growing. And with higher spend comes higher competition and higher pressure to prove ROI.
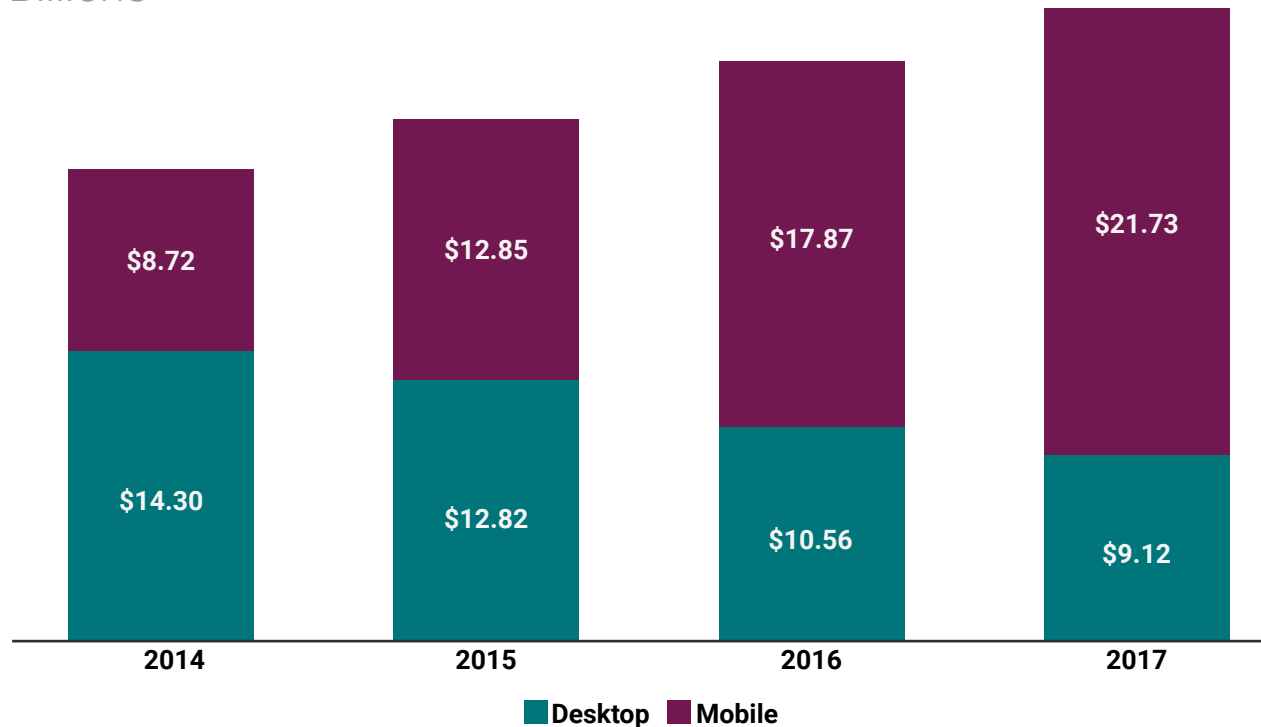
Over 50%
of searches
are now on
mobile devices

Sources: Pew, Google, eMarketer.

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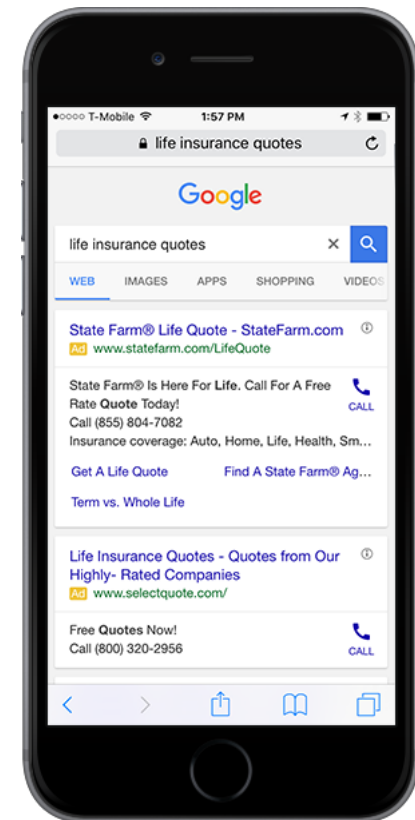
PAID SEARCH ADVERTISING HAS GONE MOBILE

US Search Ad Spending, By Device, 2014-2017

Billions

Year	Mobile	Desktop
2014	$8.72	$14.30
2015	$12.85	$12.82
2016	$17.87	$10.56
2017	$21.73	$9.12

Desktop Mobile

Over 70% of US paid search spend will be mobile in 2017

250% increase in US mobile search spending from 2014-2017

Sources: eMarketer.

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DIFFERENCES BETWEEN MOBILE & DESKTOP SEARCH

Searches on mobile are different than searches on desktops. Consumers' mindsets are different, and they expect different things. Marketers need to understand these differences to create effective paid search campaigns.

	MOBILE	DESKTOP
Research Process	Short, in the moment	Lengthy and well researched
Immediacy	Immediate need for information	Future interest
Conversion Method	Phone call	Web form

People running searches on mobile devices have different needs and expectations than if they were sitting in front of a desktop computer. Smartphones are always present and always on, and they enable us to take immediate action and run a search whenever we want to learn, find, buy, or do something.

Smartphone searches are in the moment, and searchers have high expectations and low patience. They want immediate information, answers, and assistance. When they want to engage with a company, they prefer to use click-to-call buttons to have an immediate conversation rather than fill out a web form and wait for someone to contact them.

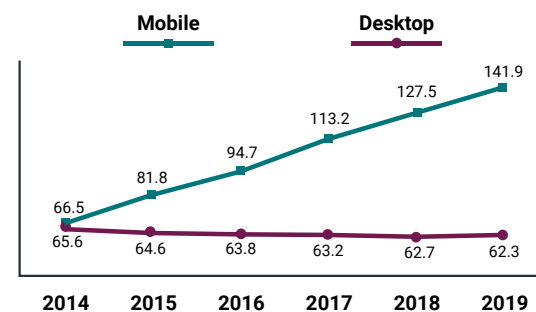## Mobile Local Search Volumes Are Exploding

Another big difference between mobile and desktop searches is in the area of local search. Local search is becoming heavily mobile. Between 40% and 50% of all mobile searches have local intent, and in 2014 for the first time local search volumes on mobile surpassed desktop. That disparity continues to grow, as does the overall volume of local searches: mobile local searches are growing 23% a year (while desktop volumes are decreasing) as the total number of local searches are expected to double from 2014 to 2019.

And local searches on mobile have very high purchase intent:

- 65% of mobile local searches want to complete a purchase within a day

- 64% of those purchases happen offline

- 53% of mobile shoppers using local search called a business

US Local Search Query Volume
Mobile vs. Desktop 2014-2019

Mobile   **Desktop**

Mobile: 66.5, 81.8, 94.7, 113.2, 127.5, 141.9
Desktop: 65.6, 64.6, 63.8, 63.2, 62.7, 62.3

| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |

Sources: Google, eMarketer, xAd.

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CALLS ARE THE MOST POPULAR AND VALUABLE CONVERSION

Mobile search drives call conversions at an astounding rate. These calls also convert to revenue at a far higher rate than web leads. They are the leads sales teams want most, and marketers most need to generate.

People running searches on mobile are calling businesses by the billions. In the US alone, mobile search drove 38 billion calls in 2014 – and is expected to drive 73 billion calls in 2018, nearly doubling in growth in just 4 years. For marketers, mobile search means call conversions.

Calls are the most popular form of conversion from mobile search because they fit perfectly with the mobile searcher's mindset. Thanks to click-to-call, calling a business on a smartphone directly from a paid search ad or after visiting a mobile landing page is the fastest and easiest way to connect.

Calls are also the most valuable conversion to businesses. 66% of businesses consider inbound phone calls to be excellent leads, more than any other lead type. It's because inbound calls convert to revenue 10 to 15 times more than web leads. They are the leads sales teams want most, and the leads marketers should focus on driving from paid search.

Call Conversions from Search Marketing
2010-2018

Legend: Mobile Search, Organic Search, Paid Search
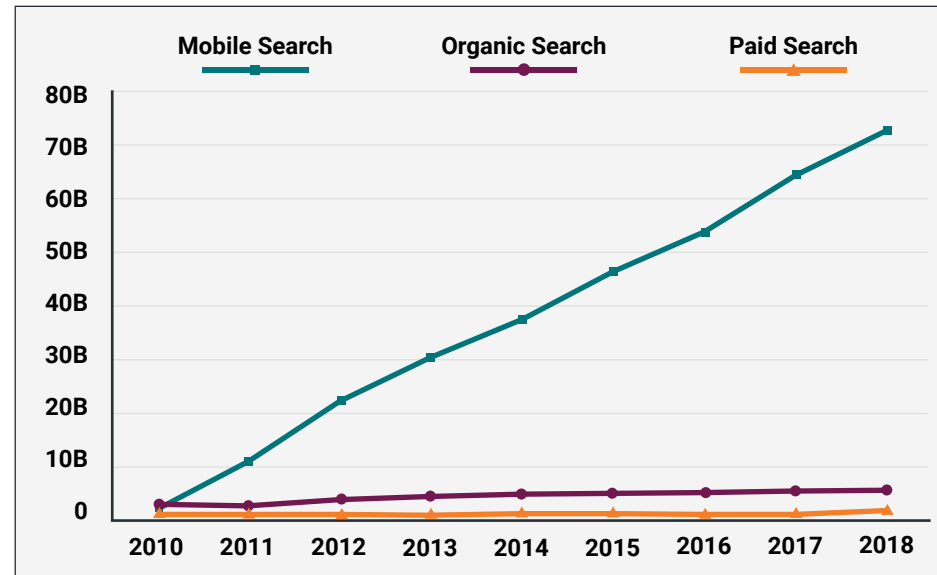
Thanks to click-to-call, calls from mobile search are exploding

Sources: BIA/Kelsey.

DANGERS OF IGNORING CALLS IN PAID SEARCH CAMPAIGNS

If you aren't optimizing your paid search campaigns to drive calls – and if you aren't attributing callers from keywords, ads, and landing pages – you risk declining conversion rates, wasted spend, and revenue loss.

Since calls are the most popular and valuable type of lead from mobile paid search, marketing teams and agencies that can't track and optimize call conversions face a series of potentially devastating problems.

You Miss Out on Conversions and Sales

The primary goal of most paid search campaigns is to drive conversions and customers. For mobile PPC, that means calls. If you aren't making it easy for customers to call you from your ads and landing pages – or optimizing for what's really driving calls – you could be missing out on the majority of mobile leads while sending customers to your competition.

You Can't Optimize Keyword Bidding to Drive Real Results

If you aren't able to measure how your keywords are driving calls, you can't accurately measure performance. You risk bidding on poorly performing keywords while eliminating spend on ones that are actually driving sales.

You Waste Budget on The Wrong Campaigns

If you ignore calls and only measure online form conversions, you have incomplete ROI data that could lead you to invest budget on the wrong mobile campaigns.

You Can't Tell Which Landing Page Variations Work Best

A/B testing for landing pages is standard operating procedure in paid search. But successful A/B testing requires that you know what variations work best in driving quality conversions, and for mobile, that means calls. If you don't offer a click-to-call CTA on your mobile pages and measure results, you could standardize on underperforming landing page variations.

You Can't Get Credit for Leads and Revenue

Whether you do marketing for an agency or for an internal marketing team, it's critical that you can prove the value of your campaigns. Your mobile paid search programs will be driving calls and sales – it's important to get credit for every one to show your full impact on the business.

You Can't Calculate True ROI and Defend Your Budget

A recent study of hundreds of thousands of calls processed by DialogTech's platform showed how marketers who fail to attribute calls from mobile miss out on 49% of conversions. Without an accurate picture of how many calls your paid search spend generates, the quality and outcome of those calls, and their impact on revenue, your ROI data may be grossly inaccurate. You risk significantly underselling your value and struggling to defend your budget to your CEO or clients.

PAID SEARCH AD FORMATS TO DRIVE CALLS

CREATING MOBILE-PREFERRED PAID SEARCH ADS

Mobile isn't just the future of search – it's the present. You can't afford to ignore mobile users, and the first step to targeting them effectively is creating mobile-preferred search ads.

To get the best return on your mobile paid search spend, don't simply run your existing desktop-focused ads on smartphones and mobile devices. Create mobile-preferred ads that are optimized for mobile users and the mobile search experience.

Here are some tips to consider for getting the best return on your mobile-preferred paid search ads:

☐ **Speak in the language of "mobile":**
Since these ads will only be seen by people on their smartphones and mobile devices, your ad language should reflect it. Tell searchers that operators are standing by to take their call. Use mobile-specific calls to action such as "Shop our mobile site," "Buy on your phone," "Find nearby stores," and "Call us now."

☐ **Use mobile ad extensions:**
Test different ad extensions, including call extensions, location extensions, and sitelinks.

☐ **Link only to mobile-optimized landing pages:**
Be sure any landing pages you link your mobile-preferred ads to are mobile-optimized. This includes any sitelinks you list.

☐ **Segment data for mobile ads:**
Measure your mobile ads apart from desktop ads. Analyze how mobile ads are performing, what language and landing pages are successful for mobile users, and what ad extensions are working best.

Creating mobile-preferred ads is as easy as checking the "Mobile" box in AdWords or Bing

Example of a mobile-preferred ad with a call extension and four sitelinks

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PAID SEARCH CALL EXTENSIONS

Mobile searchers want to call you, so you should make it as easy as possible. Use call extensions to drive call conversions right from the search engine results page.

Call extensions play a critical role in driving conversions from paid search. Mobile searchers want to engage with businesses on their smartphones by calling, and they don't want to hunt around your website for a number. Call extensions allow you to include a clickable phone number in your standard text ad in the form of a "Call" button. It's the quickest path to a call from search.

Be sure to attribute calls from call extensions at the keyword level to optimize bids for what's really driving calls (more on this later). Also, consider only running ads with call extensions when you have someone available to take the call – and be sure that the ultimate destination where you route callers has an active voicemail in case an agent is busy or away from their desk.
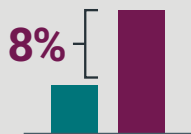
Google has done extensive research on the popularity and effectiveness of call extensions, and the numbers are impressive:

70%
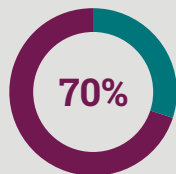
70% of mobile searchers have used call extensions to call businesses

~50%

Nearly **50%** of searchers are likely to explore your competition if your ads don't have call extensions

8%

Ads with call extensions get an **8%** higher click-through rate

100M

Google call extensions drive nearly **100 million** calls a month

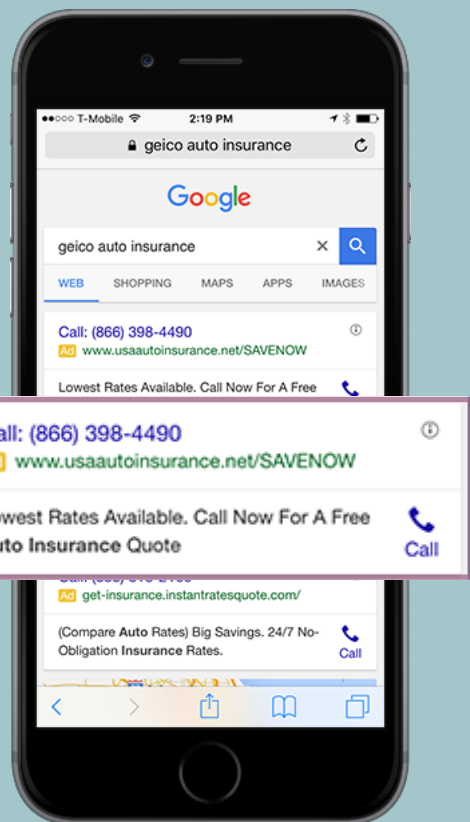Examples of ads with call extensions in AdWords and Bing

CALL-ONLY ADS

Mobile search is about immediacy and simplicity, and no ad format combines the two better than call-only ads. Use these tips below to drive more conversions and customers from call-only ads.

Call-only ads focus on a single call to action – phone calls

Mobile searches often occur when people are on the go and seeking an immediate way to contact a business. To capitalize on this audience, you can use call-only ads. Instead of being directed to a landing page to find a phone number, searchers are instructed to call directly from the ad. It's a mobile paid search ad format where the only conversion is a phone call.

If you are going to test call-only ads, here are some tips to consider:

- **Bid based on the value of a call:**
  Since every click goes towards a phone call, you can design a bidding strategy based specifically on what an inbound call is worth to your business.

- **Bid on keywords that generate calls:**
  You should only bid on keywords that have proven to drive calls. Keywords where people are conducting research or require more information from a web page should not be a part of call-only campaigns.

- **Use ad language to incentivize a call:**
  Since the only conversion is a call from SERPs, write your ad text accordingly. Tailor ad text with "speak to a specialist now" and "call 24/7" to incentivize a call.

- **Establish a minimum call duration for conversions:**
  Not every click on your call-only ads will be a conversion. Many might not even be a completed call. So set up a minimum call duration time based on your business model for what should count as a true conversion.

- **Only run call-only ads during your business hours:**
  Schedule ads to only run during your business hours, or when you are sure someone is available to answer calls. Be careful with time zones if ads are running in different areas of the country.

- **Track calls at the keyword level:**
  Be sure to track which keywords are successful at driving not just calls, but customers, so you can optimize bids to improve call-only ad ROI.

OPTIMIZE PAID SEARCH CAMPAIGNS FOR LOCAL

Nearly 50% of mobile searches have local intent. If you are running ad campaigns to drive business locally, there are a number of ways to optimize mobile paid search to drive local calls.

There is an enormous – and growing – volume of local searches on smartphones and mobile devices, and they are driving billions of calls a month. Those callers also convert to customers at a high rate.

Follow these tips to drive more calls and sales from your local mobile paid search ads:

Use call-centric language and calls to action

Include call extensions with local phone numbers

Include location extensions to drive in-store visits

Include discounts and promotions to incentivize action

Use the location in your ad text and URL

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"NEARBY BUSINESS" ADS FOR MOBILE LOCAL SEARCH

Local searches have high purchasing intent, with 64% of those purchases happening offline and up to 53% involving a phone call. To help incentivize calls and in-store visits, Google launched "nearby business" ads.

According to Google, "near me" searches have doubled in the past year, with 80% of those coming from mobile. To help advertisers target this traffic, in May of 2015 Google launched mobile "nearby business" ads.

The ads are triggered when someone runs a local search in AdWords, and they include a link to get directions or click to call the business. The ads resemble the organic local business listings on Google mobile searches. You must have location extensions enabled to be eligible to show nearby business ads to searchers.

Tips for Bidding By Location

☐ Target your ads to reach people located around your business locations.

☐ Use bid adjustments to increase your bids whenever someone located near your business searches for one of your keywords.

☐ Get specific by targeting customers within specific radiuses around your location extensions. This allows you to set different bid adjustments for each radius, increasing your bid the closer they are to your location.
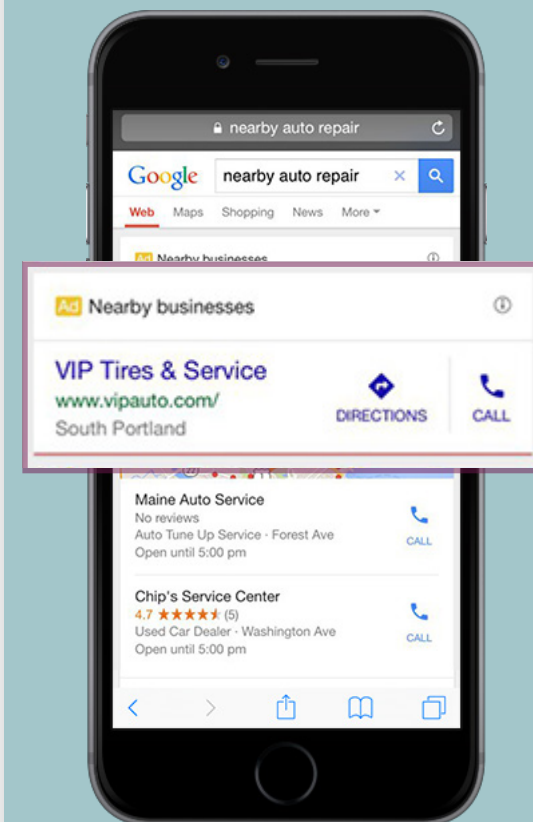
Google "nearby business" ads help drive calls and in-store visits

AD FORMAT FOR BUSINESSES WITH MULTIPLE LOCATIONS

Businesses that have multiple locations within a mobile searcher's vicinity can have up to three places listed in AdWords mobile ads to help drive calls, foot traffic, and customers to each location.

If your business has multiple locations within a geographic area, you can promote them within your AdWords ads. If you are using location extensions, your ads can show up to three locations, highlighting the city, town, or neighborhood, as well as the distance from the searcher. You can also include links to directions for each of the locations and click-to-call buttons to encourage people to call.

To have locations listed in your mobile AdWords ads, you need to make sure your locations are set up in Google My Business. Google My Business is a free service that makes all your business addresses available for any campaign or ad group in Google search or display ads. Be sure to use filters to control which addresses show up in your ads at the account, campaign, and ad group level, as well as which ads appear on which devices (smartphones only, desktop and tablet devices, or all three).
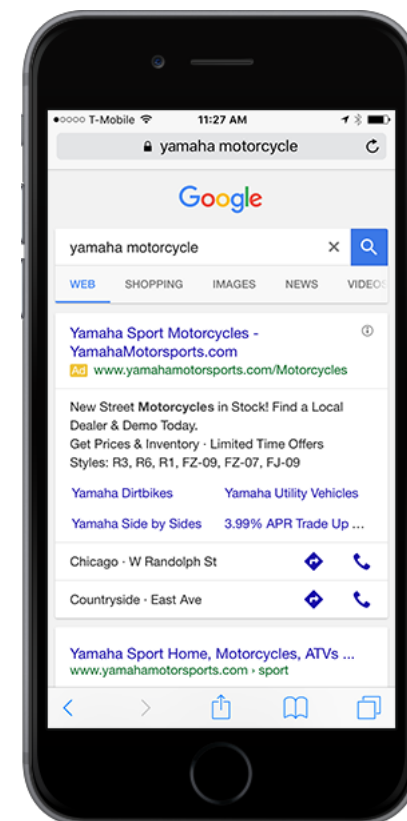
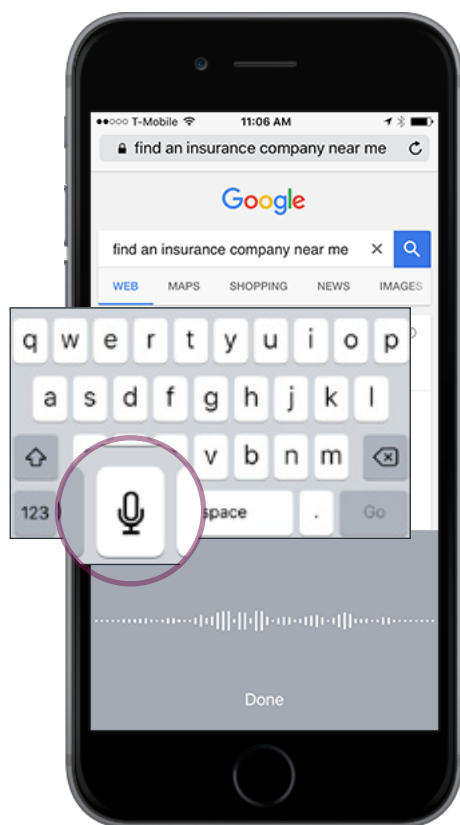List multiple locations within your AdWords mobile ad

VOICE SEARCH

Is voice search the future of mobile search? The jury is still out, but if you are interested in driving calls and customers from voice searches, here are some tips to consider testing.

According to eMarketer, 7% of searches on smartphones are voice searches. And while 7% may not be a big enough number to cement voice as the future of mobile search, it does make voice searchers worth targeting for some advertisers using mobile paid search ads – especially if they sell to a teenage audience, who studies show use voice search every day.

While you currently can't target voice searches directly, if you are interested in driving conversions from voice searches, here are some tips to consider:

❑ **Understand what makes voice search different:**
Voice search queries tend to be longer. In 2004, most searches were 2 or 3 words. In 2015, search queries can be 27+ words. Voice searches also tend to be more specific (for example, searching for "find the closest open store that sells men's black leather cowboy boots " instead of just "cowboy boots").

❑ **Analyze your longer tail keywords to find patterns:**
Since voice searches are usually more natural and conversational, keyword optimization should fit this new long tail landscape.

❑ **Use modified broad match keywords:**
Modified broad match lets you specify that specific broad match keywords or close variants (such as +pizza +Chicago +delivery) must appear to show your search ad. So even if the voice search is 30 words, as long as 3 of those are "pizza," "Chicago," and "delivery" your ad will appear.

❑ **Negative out keywords that aren't driving customers:**
As you test and refine your keyword list for voice search, be sure to negative any words from modified broad match that indicate the searcher is not a potential customer.

❑ **Be sure to give voice searches the option of calling:**
People use voice search because it is easy and hands-free. It makes sense that a voice searcher would want to keep using voice to engage with a business – and that means a phone call.

Keep an eye on voice search – some say it's the future of mobile search

TARGETING STRATEGIES FOR MOBILE SEARCH ADS
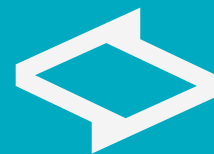
GEO-TARGETING

Studies have found that geo-targeted ads perform 2x better than non-targeted campaigns. Marketers can use geo-targeting to reach consumers in specific areas, ideally at a time when they are looking to make a purchase.

Geo-targeting helps you focus your paid search ads on the locations where you'll find the right customers, so you can tailor your messaging and bids for better ROI. For each ad campaign, you can select locations where your ads will appear for people searching in those locations.

10 Geo-Targeting Options (From Broad to Specific)	
1. Country	6. Zip Code
2. State	7. Radius
3. County	8. Congressional District
4. TV Market	9. Airport
5. City	10. University

Tips to Improve ROI With Geo-Targeting

- Geo-targeting occurs at the campaign level, so if you want to target areas independently, create separate campaigns for each area.

- Mention the location in your ad copy and URL so that searchers know you are really relevant to them. If the location is used in the search query, it will appear in bold in your ads and draw attention.

- Use Google's ad customizers to have your ad text automatically customized based on where that person is searching from. For example, highlight specific local discounts based on where the caller is located.

- Enable location extensions and call extensions to drive visits and calls. These are the primary ways local searchers want to convert.

- Measure how ads are performing in different geographies using AdWords location reports and optimize bids and copy accordingly. Use the distance report to see how your ads performed in varying distances from your business.
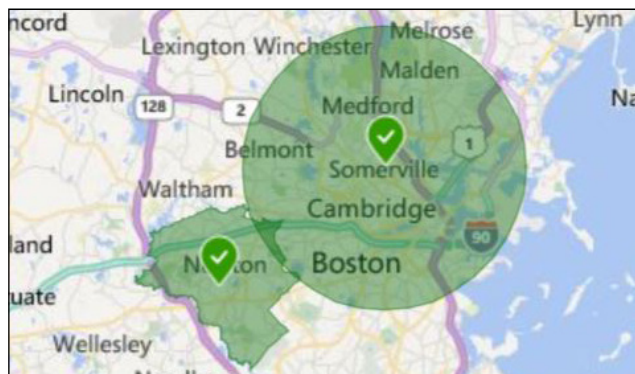
Radius targeting enables you to run ads for searchers near your business – or your competitor's business
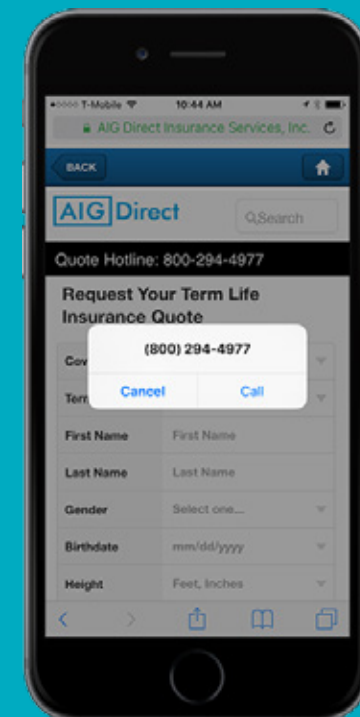
REMARKETING

Customize your search ad campaign for people who have previously visited your site. Tailor your bids and ads to these visitors when they're searching on Google or Bing to drive more quality calls from the right audience.

Remarketing is a way for you to re-engage searchers that have previously visited your website. You can select keywords, create ads, and select a bidding strategy specifically for those prospects who performed (or didn't perform) a specific action on your site. When prospects leave your site without filling out a form, making an online purchase, or calling you, for example, remarketing helps you connect with them when they continue looking for goods and services like yours on Google and Bing.

Here are some strategies to test in order to drive conversions and sales with remarketing:

- **Tailor ad text to past website visitors:** When former site visitors run searches for your keywords, show them special ads that take into account their behavior on your site. Tailor ads based on recent product lines or web pages they visited. Show a different ad to people who have abandoned a shopping cart in the last 60 days. Include special offers to people to incentivize a first purchase – or encourage a second order.

- **Increase bids for past site visitors to drive ROI:** Past website visitors are often a more qualified prospect. Adjust your bids and bid more aggressively for this audience. For example, you can increase your bid by 25%-50% for people who have been on your website in the past month.

- **Bid on new keywords to increase conversions:** If someone has already visited your site, that is often a strong indicator that they are a good prospect. So when you're targeting past site visitors, improve the chances they see your ads by choosing a broader keyword match type and bidding higher on generic keywords. Popular keywords that might not normally be profitable for you can become profitable for people who already visited your site.

- **Exclude current customers from seeing your ads:** For some businesses you may want to make sure your search ads are always front and center when past customers search. But for others, you may not want to pay to show customers your ads. For

example, if a current customer of a software service runs a branded search for that company, they may just want a number to call the support line. Searches like these are best left to your free organic listings.

- **Include calls as events and adjust bids accordingly:** If you use call attribution software (discussed later), you can include phone calls from your site as remarketing criteria. Depending on your business, you may want to bid more aggressively and show different ads to past callers – or you may want to exclude them from seeing your ads altogether.

Show different ads to people who called you or filled out forms
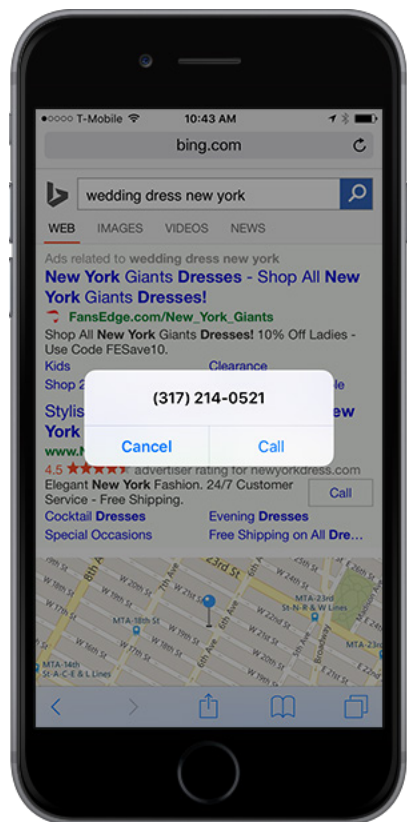
BING DEMOGRAPHIC TARGETING

If your business values leads from certain demographics over others, Bing Ads enable you to control which gender and age demographics see your search ads. AdWords currently doesn't offer this for search ads.

For some businesses, a searcher's gender or age plays a large part in determining their value as a lead. Perhaps you run a spa that caters exclusively to women, or perhaps you run a home care service for the elderly and value conversions in the 50+ age range far more than others.

If you know your products or services are usually purchased by a certain demographic, Bing enables you to target searchers based on gender and age. (As of this playbook's publication date, AdWords only allows this level of targeting for display ads, not search.)

You can set up targeting rules based on which gender and age ranges you want to show your ads, as well as increase your bids automatically when specific genders or age groups are searching.

It's a great way to significantly increase the chances your ads will show to these prized demographics.

Bing enables you to drive more calls and sales from prized demographics

ADWORDS CUSTOMER MATCH

Google launched a new targeting platform that enables you to upload lists of email addresses into AdWords to target those users when they run searches for your keywords on Google.

In September of 2015 Google announced a new targeting platform – Customer Match – that enables you to upload lists of email addresses to Google so that you can target those users with specific bid and ad strategies when they run searches. The new targeting platform was designed to compete with Facebook's popular Customer Audiences tool.

Google uses the email addresses you provide to find each person's Google ID, which allows AdWords to target them across platforms and devices with higher accuracy. The user must be signed in to Google at the time of the search for the targeting to work.

You can use Customer Match to target past customers with ads featuring specific products or

promotions to incentivize them to make another purchase. For businesses with longer sales cycles, you can upload lists of leads in your pipeline or lost opportunities with messaging designed to get them to call you and reengage with your sales team.
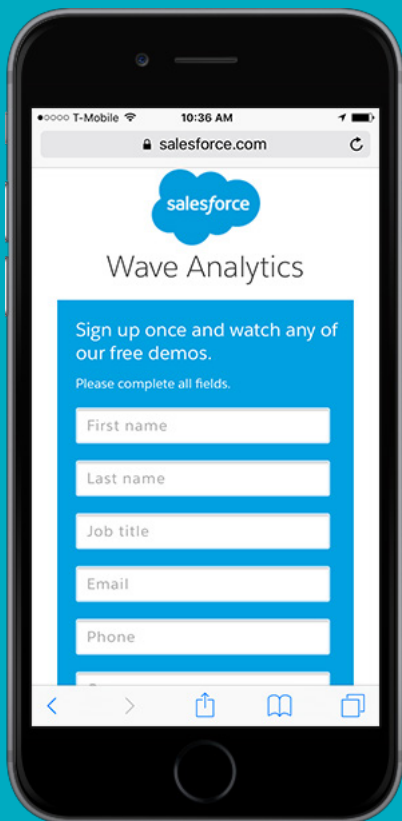
If you collect email addresses, you can use them to target prospects as they search on Google

OPTIMIZING LANDING PAGES TO DRIVE CALLS

TIPS TO TEST TO OPTIMIZE MOBILE LANDING PAGES

Searchers visiting your site on smartphones want to call you. Regardless of your ad's call to action, you need to give them an easy option to call with prominent click-to-call links and buttons throughout your mobile site.
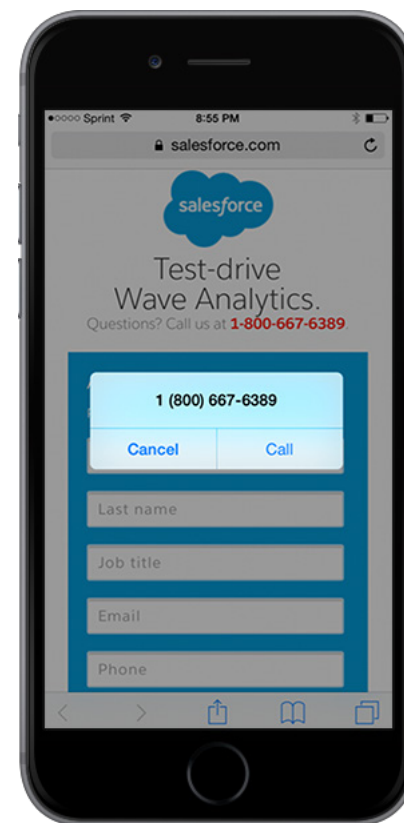
If you want to drive conversions from mobile paid search, you can't treat your mobile landing pages the same as your desktop pages. Here are some suggestions for how to drive more calls and sales from your mobile pages.

Optimize Landing Pages for Mobile

Any landing page or sitelink you promote in your mobile paid search ads should – of course – be optimized for mobile. This means making sure your landing pages render properly on smaller screens without side-scrolling or pinching, stripping out many of the desktop-focused nav elements, cutting back on excessive text, and elevating forms higher up on the page. Your pages should make it easy for mobile users to find what they need and accomplish their goal quickly.

Add Click-to-Call to Every Page ▶

It's critical that every landing page and webpage on your mobile site has a prominent click-to-call option. Mobile searchers want to call you, and even if your landing page's purpose is to drive online registrations, it should still include a "call us" CTA. Why force someone to fill out a form when they are ready to engage with your sales team right away? Plus adding a click-to-call number or button is easy, takes up little real estate, and won't negatively impact your landing page's design.

![dialogtech]

TIPS TO TEST TO OPTIMIZE MOBILE LANDING PAGES

Test Landing Pages with No Forms – Only Click-to-Call ▶

Unlike click-to-call buttons, forms actually do take up large chunks of real estate on mobile landing pages. And people are often reluctant to fill them out, either because it can be a pain to do on a small screen or because they aren't looking to download content on their phone or submit a contact form and wait for a sales person to call them. So test variations of your landing pages that have no forms and instead are optimized to drive calls.

Tailor Landing Pages for Local

Local searchers on smartphones will often call businesses directly from mobile search ads using call extensions. But for those who click through to your landing page, you should still tailor that page's content to speak to that location. That means calling out that geography and business location in your copy and providing a click-to-call link with a local phone number.
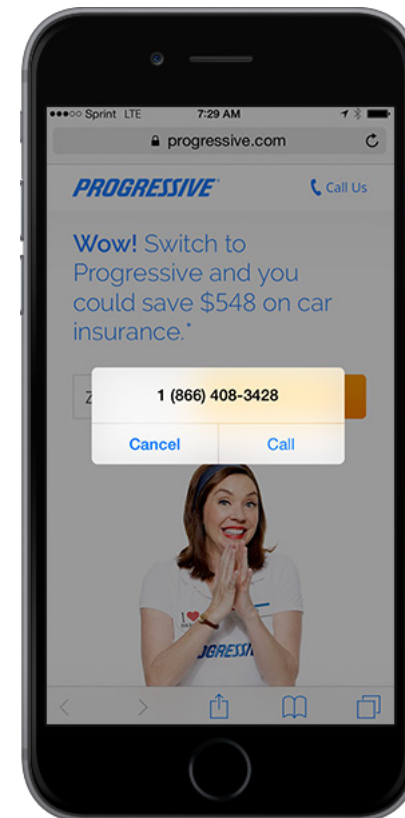
END-TO-END CALL ATTRIBUTION IS CRITICAL

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THE BLACK HOLE IN ATTRIBUTION: INBOUND CALLS

Mobile searchers want to call, but when data on calls and callers is lost in the black hole, marketers aren't able to measure performance, optimize spend for what's working, and defend their value to the CEO.

Before smartphones and mobile devices, when search was 100% desktop, paid search attribution was easy. A consumer ran a search on their PC, clicked on your ad, visited your landing page, and filled out a form to either become a lead or complete a purchase. You could tie that lead or purchase to the keyword search, ad, and campaign, measure return on spend, defend your budget, optimize for what's working, and eliminate what isn't.

But in today's mobile-first world where searchers convert by calling, attribution is a challenge. These phone calls fall outside the view of most marketing technologies, creating a huge black hole in your marketing attribution data.

A recent study of hundreds of thousands of calls processed by DialogTech's platform showed how marketers who fail to attribute calls from mobile missed out on 49% of conversions. Without that call attribution data, you can't accurately measure paid search ROI and optimize spend for what's really driving leads and revenue – the black hole costs you customers. You also can't stand in front of your CEO and confidently defend your budget.

Important data that gets lost in the black hole includes:

- **Marketing source of the call:**
  The search engine, keyword search, ad, and campaign that drove each call, regardless of whether the call came from a call extension, call-only ad, or landing page; what web pages on your site the caller viewed before and after calling.

- **Caller data:**
  Who the caller is, their phone number, their geographic location, the day and time of their call, and their operating system and browser.

- **Type of call:**
  If it was a sales call or another type of call (support, HR, solicitation, misdial, etc.).

- **Call outcome and value:**
  Where the call was routed, how long the conversation lasted, what was said on the call, and if the call converted to a sales opportunity or to revenue (and if so, the size of the opportunit
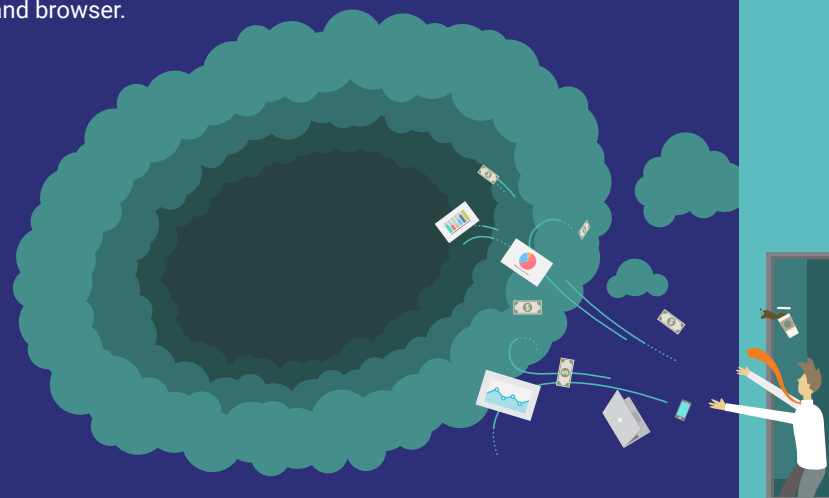
END-TO-END CALL ATTRIBUTION FROM SEARCH TO SALE

Call attribution technologies like DialogTech eliminate the black hole in your paid search data, providing complete visibility into what drove the call, the caller, and what happened on the call.

Call attribution technologies eliminate the black hole phone calls create in your marketing data. You get the same granular level of attribution data for phone calls that tools like AdWords and Google Analytics give you for clicks and online conversions. You can understand exactly how your paid search and other marketing channels drive calls, and then optimize paid search campaigns for the keywords, ads, and landing pages that really drive customers.

If you use DialogTech's platform to track calls, you get complete end-to-end call attribution from search through to the sale. For every caller, DialogTech's technology captures:

✔ **The search engine, keywords, and ad that drove the call:**
DialogTech provides the most accurate keyword call attribution for paid search and works for everywhere search drives calls, including call extensions, call-only ads, and landing pages. You know which keywords and ads drive calls, so you can optimize bids and messaging to drive more.

✔ **Invaluable caller metadata:**
DialogTech analyzes the caller at the time of the call – capturing who they are, their phone number, their OS and browser, and their geographic location – and passes this data along with the marketing source data to your sales agents before they even say "hello."

✔ **What happened on the call:**
DialogTech captures the entire conversation and provides analytics tools to help you understand what calls from paid search converted and why, if customers actually use specific words or phrases so you can improve keyword targeting and messaging, and more.

✔ **The caller's path through your website:**
If the searcher clicked on your ad and visited your site before calling, DialogTech tracks their entire web session, before and after the call. You can see what messaging and content is most effective at driving calls.

✔ **Caller intent:**
DialogTech helps you understand if the call is an actual sales call, so you can optimize marketing for the keywords and ads driving legitimate sales leads.

✔ **The value of the call:**
DialogTech integrates with other marketing technologies such as CRM systems, so you can measure how your paid search programs and spend drive not just calls, but opportunities and revenue.

....

DialogTech provides end-to-end call attribution for paid search and other marketing channels
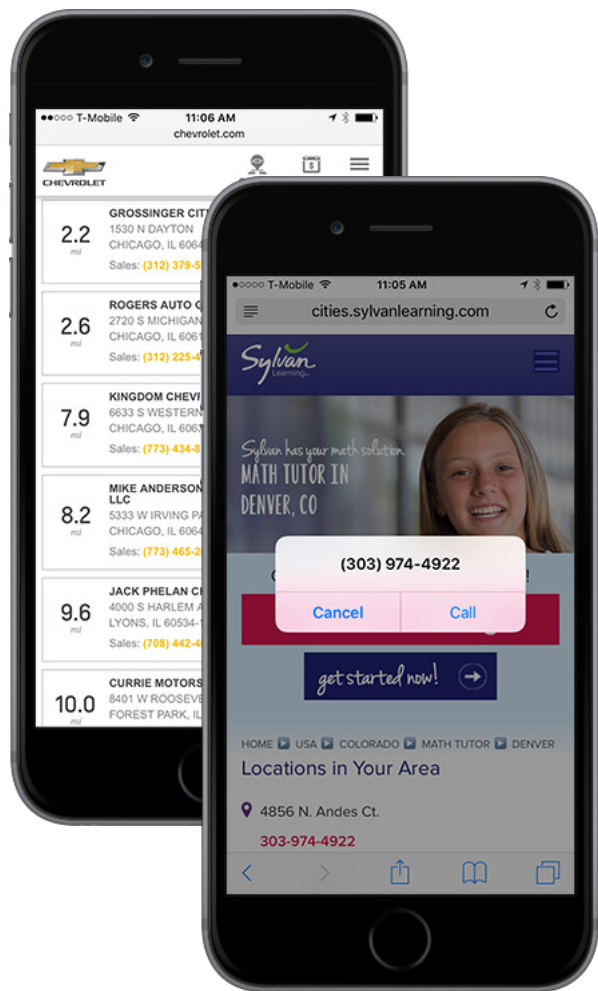
....

HOW CALL ATTRIBUTION WORKS FOR LANDING PAGES

When mobile searchers click on your ads and visit your landing pages and website before calling, call attribution technology ties that call back to the keywords, ad, and webpages that drove it. Here's how it works.

Call attribution technology enables you to track callers from your landing pages and website back to the exact search engine, keyword search, ad, and website session that drove the call. It also captures invaluable data around who the caller is and what happens on the call.

It works using a technology called dynamic number insertion (DNI). DNI uses a small snippet of JavaScript code that replaces the phone number or call button on your mobile (and desktop) webpages with a unique trackable phone number assigned to each visitor. This number (local or toll-free) is taken from your own private pool of numbers. That phone number follows that specific visitor as they browse your site, and if they call, it will capture all the right data for marketers to view and also pass it in real time to the sales agent answering the call.

Speedy, Pain-Free Implementation

If you use DialogTech's call attribution technology, implementing call tracking on your site and in your paid search ads is fast and easy. In fact, DialogTech makes it so simple that marketers can do it themselves without having to wait for IT. And our code never needs updating.

- **Use a tag management tool:**
  If your website uses Google Tag Manager, Tealium, Ensighten, Signal, or other tag management tools, you can use them to add DialogTech's call tracking code throughout your site.

- **Works for pages with one or multiple numbers:**
  DialogTech's DNI technology works for pages with one phone number or different numbers for multiple locations. You can track calls to each location back to the exact marketing source, including the keyword search.

DialogTech displays unique local or toll-free numbers on your webpages to track callers from search – even works for pages with multiple phone numbers
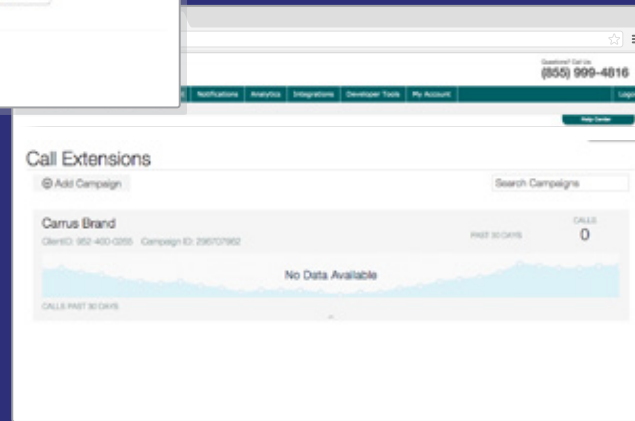
SETTING UP CALL ATTRIBUTION FOR CALLS FROM SERP

Implementing keyword-level call attribution for your paid search ads, call extensions, and call-only ads doesn't have to be an arduous and time-consuming task. DialogTech makes it easy.
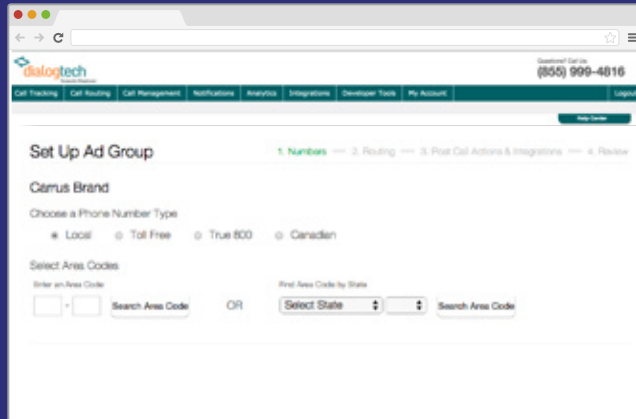
DialogTech's workflow automation tools make it easy to set up call attribution in AdWords

Tracking callers from the search engine results page (SERP) back to their keyword search is critical to measuring and optimizing ROI. But for search marketers managing thousands of ad groups or agencies managing multiple accounts, setting up call attribution by adding a unique phone number to each ad and configuring the call routing can be an extremely time-consuming job.

DialogTech has exclusive workflow automation tools that make it easy to set up keyword-level call attribution in AdWords for call extensions and call-only ads. DialogTech's platform walks you through the process in 4 simple steps, and all implementation work is done for you automatically. If you want to edit the call routing or make any other changes once you're up and running, you can do those edits quickly and easily.
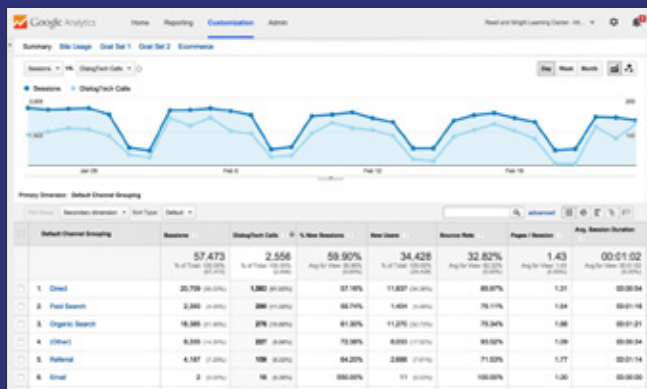
INTEGRATE CALL DATA WITH WEB ANALYTICS TOOLS

Analyze phone call data alongside online data in tools such as Google Analytics, Universal Analytics, and Adobe Analytics to understand and optimize for what's driving customer engagement.

While not every call attribution technology integrates with web analytics tools such as Google Analytics, Universal Analytics, and Adobe Analytics, a few (like DialogTech) do. It extends their value beyond online conversions to include the critical offline call conversion component.

By integrating your call attribution data with web analytics tools, you can view and analyze call data alongside web traffic data to better understand how web visitors and callers find your business and better measure campaign ROI. You can view rich, context-specific call tracking data alongside your other online marketing analytics (including data from paid search), so you can get insight into things like:

- Which channels, ads, search keywords, and marketing programs are driving web visits and phone calls to your business

- Which of your web pages or videos visitors viewed before and after calling

- Which of your content they downloaded or items they purchased before and after calling you

- Where in the country people are calling from

You can separate out data from your mobile paid search programs to generate insightful reports on campaign performance you can use to prove and improve ROI.
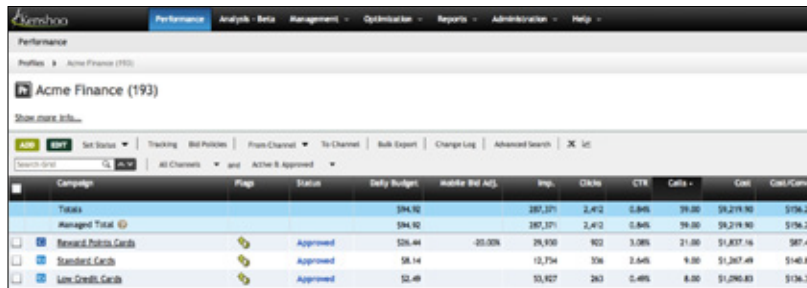
See a wide range of reports that include call activity alongside website activity in web analytics tools
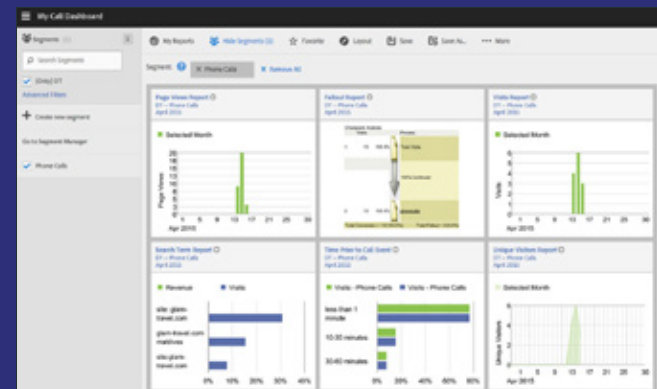
INTEGRATE CALL DATA WITH BID MANAGEMENT SOLUTIONS

Mobile search will drive billions of calls this year. You can't optimize search ROI with bid management tools if you ignore calls. DialogTech can help.

Bid management solutions such as Kenshoo, Marin, IgnitionOne, Acquisio, and DoubleClick are used by search marketers and agencies to manage paid search campaigns across multiple search engines. They enable you to set up rules to automatically allocate budget for the keywords that are driving the most clicks and web form conversions.

Include call attribution data in bid management software to optimize bids for what's driving not just clicks, but calls

Optimize Paid Search with a Complete View of Every Conversion, Not Just Clicks

DialogTech's call attribution technology integrates with bid management solutions to include call conversion data in their optimization algorithms along with the online conversion data already being captured. By combining DialogTech with your bid management tool you can:

✔ Identify the traffic sources, search campaigns, ads, and keywords driving calls from paid search

✔ Automate bidding adjustments based on phone call conversion volume

✔ Analyze click and call conversion data to understand the true value of every keyword

✔ Optimize bids for what's really driving clicks and calls and eliminate spending on what isn't

INTEGRATE CALL DATA WITH YOUR CRM SYSTEM

The ultimate goal of paid search is to drive not just leads, but customers and revenue. DialogTech's call attribution technology integrates with CRM tools such as Salesforce to track calls from source to sale.

CRM tools such as Salesforce, SugarCRM, and Microsoft Dynamics CRM are invaluable for following leads through the sales cycle to revenue. They enable marketers to measure and prove the true business impact of lead gen programs. However, for these ROI metrics to be accurate, you must be able to attribute every conversion from each source, including your most valuable leads: inbound calls.

DialogTech can help. You can integrate the DialogTech platform with your CRM system to follow inbound calls from paid search and other sources through the sales cycle. DialogTech tracks incoming calls back to the specific marketing source that originated them and includes this data in Salesforce and other CRM systems with the rest of your lead data, giving you complete, detailed visibility into conversion rates, sales pipeline, and marketing ROI for every source.

You get truly closed-loop attribution data needed to tie marketing dollars spent to revenue earned. You can then optimize campaigns for what's really driving sales. Plus you can prove to your CEO or marketing clients the full impact of your work on revenue.
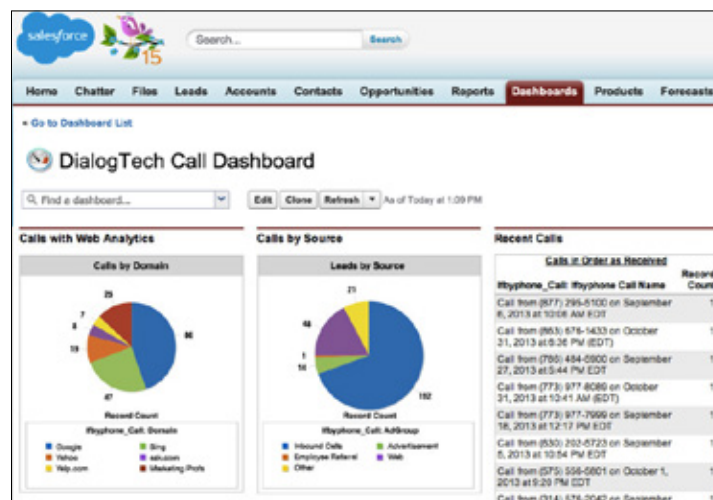
Include call attribution data in bid management software to optimize bids for what's driving not just clicks, but calls

DIALOGTECH HELPS HOTELSCORP OPTIMIZE PAID SEARCH TO DRIVE **83% MORE PHONE LEADS** AND **71% MORE BOOKINGS**

- HotelsCorp is a subsidiary of Westgate Resorts, one of the largest resort developers in the world.
- HotelsCorp generates revenue through destination marketing by operating as an online travel agency. Most of their business comes from inbound calls.
- DialogTech's call attribution technology helped HotelsCorp generate **83% more calls** and **71% more bookings** from paid search – all while **cutting costs by 10%**.

DialogTech's Call Attribution Helps HotelsCorp Optimize Search Campaigns

"Paid search accounts for a high percent of our marketing budget," said Maya Springer, Manager of Internet Marketing for HotelsCorp, "but we had no visibility into which PPC campaigns and keyword searches were generating the only conversion that matters to us: inbound calls."

So HotelsCorp turned to DialogTech's call attribution software to track every call back to the search engine, keywords, ad, and campaign that drove it. They also used DialogTech to get insight into the geographic location of each caller and the times and days that generated the most calls. HotelsCorp then optimizes their paid search bidding for the keywords, locations, and times driving the most calls.

They integrated DialogTech with Google Universal Analytics and Google AdWords to see call conversion data next to their web and search analytics to analyze online and offline behavior. "A year ago we had no call attribution tracking," said Springer. "Now using DialogTech, we're tracking thousands of calls every month from paid search. We have decreased cost-per-conversion by 10% while generating 83% more calls and 71% more bookings. It's been amazing."

"We have decreased cost-per-conversion by 10% while generating 83% more calls and 71% more bookings. It's been amazing."
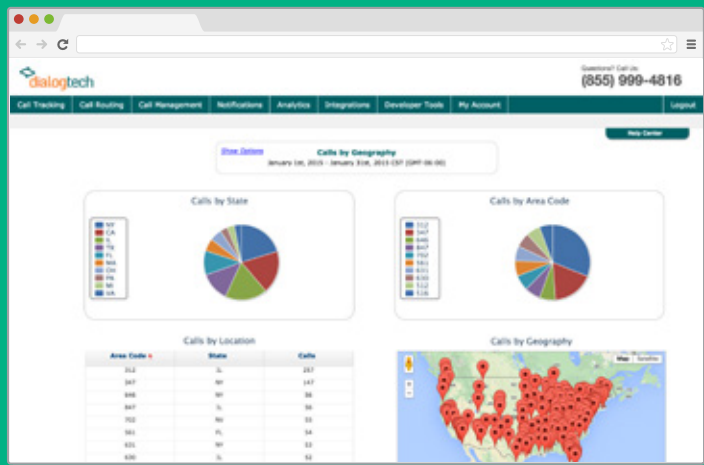
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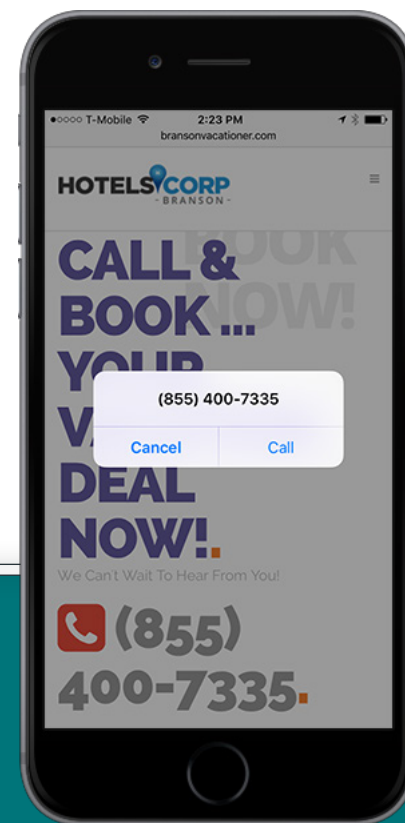
TIPS TO OPTIMIZE CALL CONVERSIONS
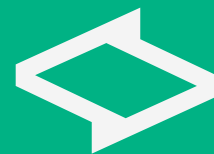
OPTIMIZE BIDDING FOR LOCATIONS, DAYS, AND TIMES

Knowing where and when leads are calling you from paid search helps you optimize bids for the specific locations, days, and times driving the most ROI.

Call attribution reports can show you where callers from paid search and other channels are calling from and when. Understanding where callers from your paid search are located geographically can help you advertise more effectively. For example, if 40% of customers from an ad campaign are calling from Cincinnati, you may wish to increase bids for that location to make sure your ads are always showing.

The same holds true for measuring calls by day and time. If most of your calls from certain keywords are during lunch hour or on Tuesdays, for example, you may wish to reduce your spend during slower times and allocate more budget to make sure your ads are always showing during key times.

Also, being able to see that certain keywords are driving calls on weekends or during hours when your office is closed can help you adjust tactics so you aren't wasting budget on calls that go unanswered. Plus you can use those call reports to ensure your call center and locations receiving calls are properly staffed for peak call volume times.

Optimize paid search bids for the locations, days, and times driving the most calls
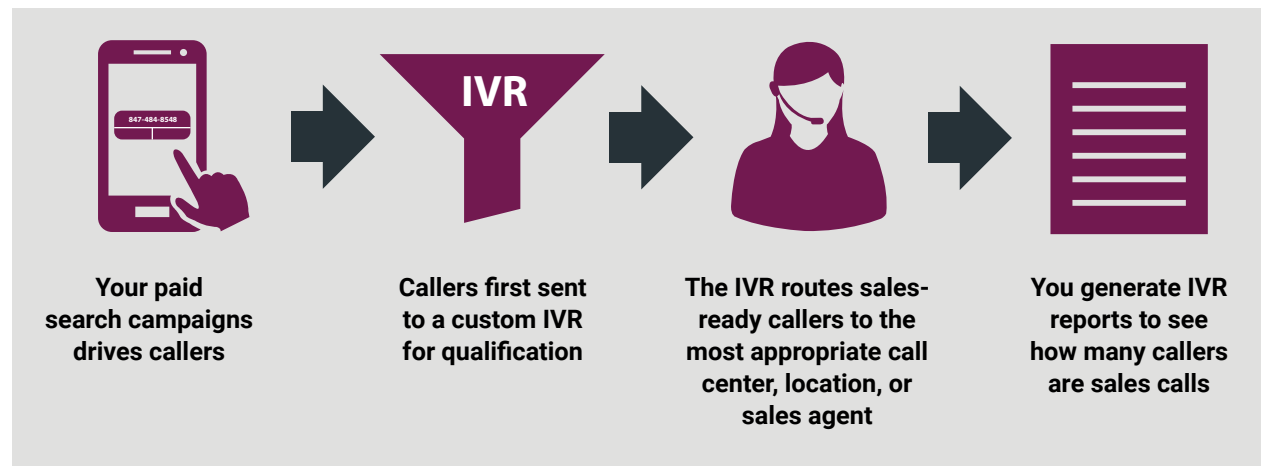
QUALIFY AND FILTER CALLERS WITH AN IVR

Not every call that comes in should go to a sales agent. Some call tracking technologies have tools to automate the qualification of inbound calls in real time and monitor results.

While inbound calls remain the most lucrative lead type, not every call your marketing generates is a quality sales call. Investing paid search budget to drive non-sales-related calls is bad enough, but you don't want to compound the problem by having your sales staff waste time dealing with them.

That's why call attribution technologies such as DialogTech enable marketers to create their own IVR virtual receptionists they can route callers to first for qualification. The IVR asks callers the questions you determine work best to qualify them. It can weed out non-sales calls and route the good calls to the best person to close the sale. You can also generate reports from your IVRs to see how many calls from each source were sales calls vs. non-sales calls.

Sending callers from search to an IVR is an effective way to qualify and filter

IVR

Your paid search campaigns drives callers

Callers first sent to a custom IVR for qualification

The IVR routes sales-ready callers to the most appropriate call center, location, or sales agent

You generate IVR reports to see how many callers are sales calls

BLOCK SPAM CALLS

Inbound spam calls are not just a nuisance to sales agents, they can mess up your call attribution data and keep you from understanding which campaigns are really working. Use SpamSentry™ technology to block them.

Inbound spam calls are a rising issue impacting marketing and sales teams in every industry. They come in many forms, but the bottom line is they are an unwanted nuisance that can frustrate sales agents and ruin your call attribution data.

To combat this nuisance, you can use DialogTech's SpamSentry technology. It identifies spam calls and prevents them from reaching your sales team and throwing off your attribution reporting.

Spam Calls Are Constantly Changing, But So Is DialogTech's SpamSentry

DialogTech has already identified and built technology to block a wide variety of spam calls, including fake political calls, fax machine calls, cruise line sweepstakes, toll-free pumping calls, and more. Since spam calls are constantly adapting in order to bypass existing spam blocking technology, SpamSentry was built to also adapt to block new types of spam as they are discovered.

2 Million

In its first month, SpamSentry blocked over **2 million** unwanted spam calls

26%
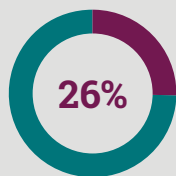
SpamSentry users are seeing an average of **26%** of total call volume identified as spam

99.4%

SpamSentry has proven effective at blocking **99.4%** of spam calls

Prevent inbound spam calls from reaching your sales staff and ruining your ROI data

dialogtech

# CONVERT MORE CALLERS TO SALES WITH CONTEXTUAL CALL ROUTING

Marketers need to not only drive inbound calls, but control where each caller is routed if they want to have a meaningful impact on revenue. DialogTech has contextual call routing technology that can help.

For most marketers under pressure to drive not just leads but revenue, creating paid search campaigns that drive calls isn't enough. You also have to be able to control how inbound callers are routed to optimize the chances they convert to a sale.

Contextual call routing technology from DialogTech can help you route each caller to the right place, right away. Because DialogTech captures in-depth information on the marketing source of the call and the caller themselves at the time of the call, you can set up rules to automatically route calls from your paid search and other marketing based on that data. Choose from a wide range of call routing options, including routing callers differently based on the marketing source (including the keyword, ad, and landing page) driving the call, the time and day, the caller's location, and more.

Contextual call routing technology can help marketers ensure each caller is sent to the best call center, office, local store, dealership, or sales agent to close that sale. It's a great way to help convert more callers from paid search to revenue and increase the value and business impact of your marketing.
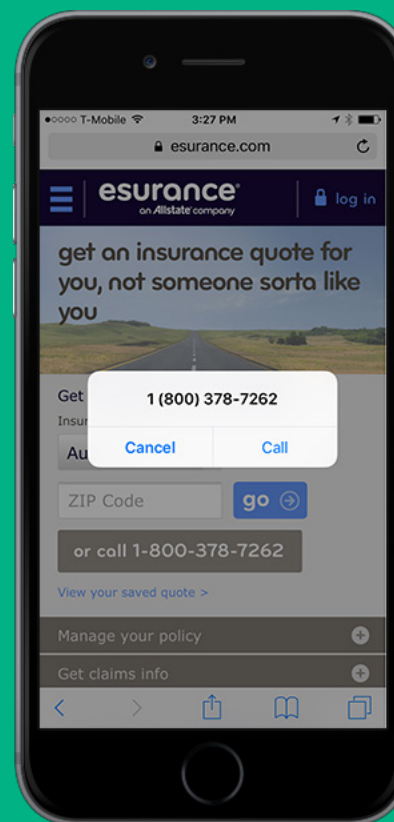
DATA COLLECTED AT TIME OF CALL:

- Caller Location
- Web Pages Viewed
- Keyword Query
- Time of Day
- Ad Viewed
- Caller Id

USE DATA TO ROUTE CALLER TO THE RIGHT:

- Call Center
- Store
- Office
- Franchisee
- Dealership
- Agent

AGENCY SQ1 USES DIALOGTECH AND KENSHOO TO **DRIVE PHONE LEADS** TO 50 LOCAL DEALERS FOR WORLD'S LARGEST HVAC MANUFACTURER

- Sq1's client is the largest HVAC manufacturer in the world.
- Using Kenshoo and DialogTech together, Sq1 was able to increase the client's call conversion rates by 75% while decreasing cost per call by 65%.

DialogTech and Kenshoo Enabled Sq1 to Drive More Calls from Search for Less
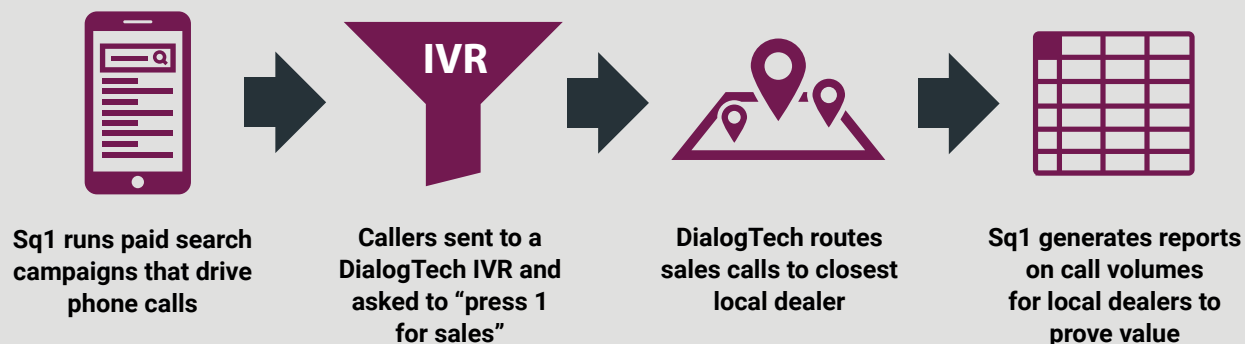
"The client was looking to grow its overall brand presence in the US," said Shaun Parnell, VP of Technology Integration and Analytics at Sq1. "The overarching goal was to expand the brand footprint by driving phone leads to local AC dealers on a per-market basis."

To do so, Sq1 used paid search campaigns to drive more traffic and call conversions from the client's web site to local dealers, and they used DialogTech and Kenshoo together to improve bidding for keywords

that really drove business. "Once DialogTech showed us which keywords were driving actual phone calls," explained Parnell, "we were able to use Kenshoo to determine the true value of different keywords and optimize bidding for the search terms that were really working. Conversely, we eliminated keywords that did not lead to actual phone leads." It resulted in a 75% increase in calls to 50 local dealers and a 65% reduction in cost per call conversion.

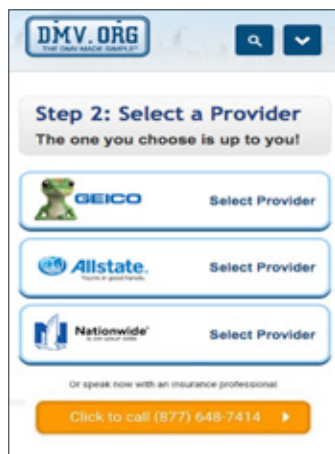## SQ1 Uses DialogTech's IVR and Call Routing to Send Sales Calls to Local Dealers

In addition, Sq1 leveraged DialogTech's IVR and call routing technology to first weed out non-sales calls and then automatically route callers to their nearest dealer location. "DialogTech enabled us to require callers to validate that they are, in fact, human, so our search campaigns are filtering out the bad calls and passing on the good to local locations," explained Parnell.

Sq1 runs paid search campaigns that drive phone calls → **IVR** — **Callers sent to a DialogTech IVR and asked to "press 1 for sales"** → **DialogTech routes sales calls to closest local dealer** → **Sq1 generates reports on call volumes for local dealers to prove value**

INCLUDE CALL DATA IN A/B TESTING

Which paid search ad drives the most calls from SERP? Which landing page variation resonates most with audiences? Including call attribution data in your A/B tests helps you find out.

Test everything. This is the search marketer's credo. Whether you are optimizing ad text or landing pages, conducting an A/B test is a great way to increase your conversion rates and understand what resonates best with your target audience.

To optimize performance, marketers should be A/B testing messaging, page layout, graphics, and calls to action to see what resonates best. But the validity of your A/B test results depends on accurate, complete data, and for mobile paid search tests that means including call data along with online conversion metrics to determine a winner. Call attribution reports from DialogTech can help you do that.

DialogTech's call attribution technology also integrates with conversion optimization tools such as Optimizely to include call conversion data in your A/B and multivariate tests.

In an A/B test by agency WiderFunnel, the version on the bottom drove 130% more calls

Integrating call attribution data in Optimizely enables you to optimize webpages to drive calls

MINE ACTUAL CONVERSATIONS FOR INSIGHTS

Understanding what happened on calls from your paid search advertising can help you optimize campaigns, keywords, and ad and landing page messaging to drive more of the calls that lead to sales.

You are spending significant budget and effort to drive calls from paid search. But do you know what happens on those calls? There is a wealth of insight from the conversations your paid search campaigns generate that you can use to improve performance and ROI. But most marketers don't have the ability or the bandwidth to listen to every live call or recording, so those insights are usually lost.

DialogTech's end-to-end call attribution platform includes Conversation Insight technology that can help. Here's how it works:

1. Conversation Insight records, transcribes, and stores actual conversations from every marketing channel, along with all the attribution data on the marketing source and the caller, information on each call's duration, and more.

2. You can then run searches through calls from specific campaigns, search keywords, geographic locations, dates, and more for any words or phrases you want.

3. DialogTech then lists all the calls that match and enables you to drill into each transcribed and recorded conversation for more detail. It lists where in the conversation those words were spoken and who said it (caller vs. sales agent). You can also skip straight to the portions of the audio recording where the words were spoken to hear it for yourself.

It's a quick and easy way to analyze thousands of conversations to see if paid search callers used your long tail or other keywords, how they describe their pain points and the solutions they are interested in, and more. You can use that knowledge to expand or fine-tune keyword targeting and make ad and landing page messaging more effective.

Run searches through actual conversations from paid search callers for insights to improve campaign performance
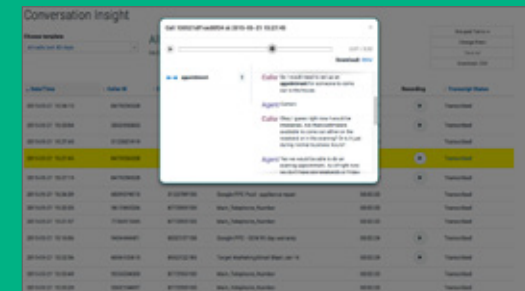
ONLINE MARKETING FIRM BITCADET USES DIALOGTECH TO HELP VERSATUBE **INCREASE LEADS BY 208%** AND **SALES BY 89%**

- VersaTube, a producer of DIY building kits, came to agency BitCadet looking for ways to drive more revenue by increasing leads from their website.
- Using a staged approach that included a website redesign, email, and Google paid search campaigns, BitCadet was able to help VersaTube improve lead generation by 208% and increase revenue by 89% year over year.

## Stage One: Generate and Track Leads from Online Marketing

First, BitCadet redesigned VersaTube's website to make it more effective at converting visitors, then used email campaigns and Google paid search ads to drive online and phone leads. "Proving the effectiveness of our initiatives to clients is critical," said Dusty Dean, CEO of BitCadet, "and that means being able to measure both the web leads and phone leads we were generating. The phone lead data was especially important, since phone leads for VersaTube convert to a sale at twice the rate of web leads."

To do it, they turned to DialogTech. Using DialogTech, BitCadet could see exactly how many phone calls each of their campaigns were generating. They used DialogTech's integration with Google Analytics to see that call data alongside VersaTube's web data. "DialogTech's integration with Google Analytics gave us truly closed-loop reporting data we could use to update marketing campaigns for optimal performance. We were able to share this data with our clients in weekly meetings to demonstrate ROI and guide important decisions."

Stage Two: Convert More Phone Leads to Sales Using Custom Call Routing

BitCadet used DialogTech's call routing to route callers to remote sales agents based on the time of the call:

- DialogTech sends incoming phone leads to each sales agent's cell phone simultaneously for 30 seconds. The first agent who answers gets the call.
- Calls that came in at the beginning of the day were sent to VersaTube's agents on the east coast, and calls that came in after 5 p.m. ET were automatically routed to agents on the west coast.
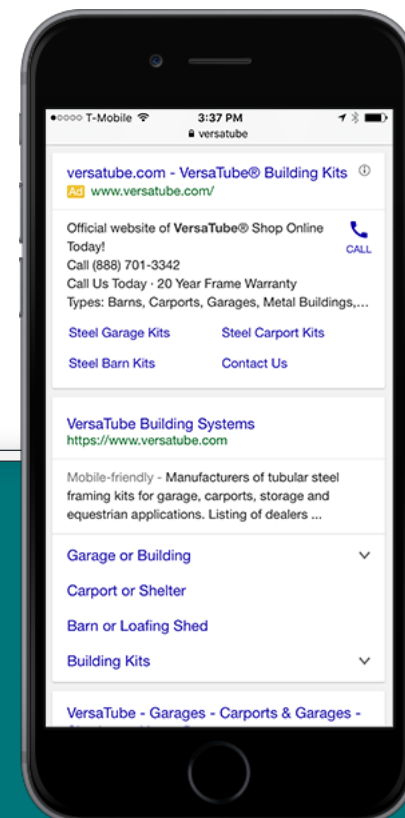
"DialogTech enabled BitCadet to prove how our online marketing programs increased leads by 208% and sales by 89% year over year."

NEXT STEPS

I hope you found this playbook helpful as you explore how to drive more calls and sales from mobile paid search campaigns. As smartphone use continues to skyrocket, inbound call volumes will keep growing for all your marketing channels, not just mobile search. It's why DialogTech's end-to-end call attribution and conversion platform has become essential to track, qualify, route, and analyze those calls to optimize results.

If you wish to stay on top of the latest news and best practices around call conversion optimization, visit the DialogTech website at **www.dialogtech.com**.

And please give us a call at **866.652.7210** if you wish to speak to a DialogTech representative or schedule a live demo of our platform.

ABOUT THE AUTHOR

Blair Symes is the Director of Content Marketing at DialogTech. Over the past 20 years, he has published hundreds of articles, white papers, eBooks, and blog posts and presented on dozens of webinars on a wide range of marketing topics, including B2B marketing, marketing automation, conversion optimization, and search marketing. He can be reached at **bsymes@dialogtech.com**.

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Formerly Ifbyphone

About DialogTech

DialogTech, the combination of Ifbyphone and Mongoose Metrics, provides the only platform for end-to-end call attribution and conversion essential for data-driven marketers. DialogTech's platform solves one of the most pressing challenges in today's mobile-first world by eliminating the black hole inbound calls create in understanding true marketing performance. And as marketers face mounting pressure to drive not only leads but revenue, DialogTech's platform empowers marketers with the call attribution data needed to confidently invest in campaigns that drive calls, as well as the conversion technology necessary to convert callers into customers.

DialogTech serves as a strategic partner to over 5,000 enterprises, agencies, and fast-growing companies across a wide variety of industries.

Contact Us

DialogTech
300 West Adams
Suite 900
Chicago, IL 60606

www.dialogtech.com
866.652.7210

twitter.com/dialogtech

facebook.com/dialogtech