



How Businesses are Driving Inbound Phone Leads with Mobile Marketing & *Why Call Tracking isn't Enough*

Sponsored webinar: LogMyCalls

Oct. 17, 2013

Introduction & Agenda

- Welcome, and thank you for joining us
- The Pay Per Call Market
 - Poised for explosive growth
 - Advertisers' favorite leads
- Evolution of Mobile
 - Smartphone adoption
 - Monetizing mobile local search
- Why Call Tracking isn't Enough
 - A must-have tool for the lead gen agency
 - Growing business with advanced call tracking
- Questions, FAQs



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LogMyCalls



About BIA/Kelsey

- **Delivering Services that Drive Growth and Revenue**
- Our local media and advertising expertise helps clients:
 - Understand the dynamics of the local marketplace
 - Identify, analyze and manage the competition
 - Base decisions on reliable, actionable market insights
 - Align resources efficiently to drive operations
 - Make investments in newly identified growth opportunities

RESULT:

**Accelerating our client's
business growth and
financial bottom line**



Mobile & Local: Where are We Now?

- Smartphone penetration = 64%
- 20% of search is mobile
- 40-50% of mobile search is local
 - Compares to 20% on desktop

More and More Leads Coming from Mobile

Consumers increasingly
use their mobile phone
to search for local places.

**Smartphone penetration
is growing**

June 2012

(55% smartphone penetration)

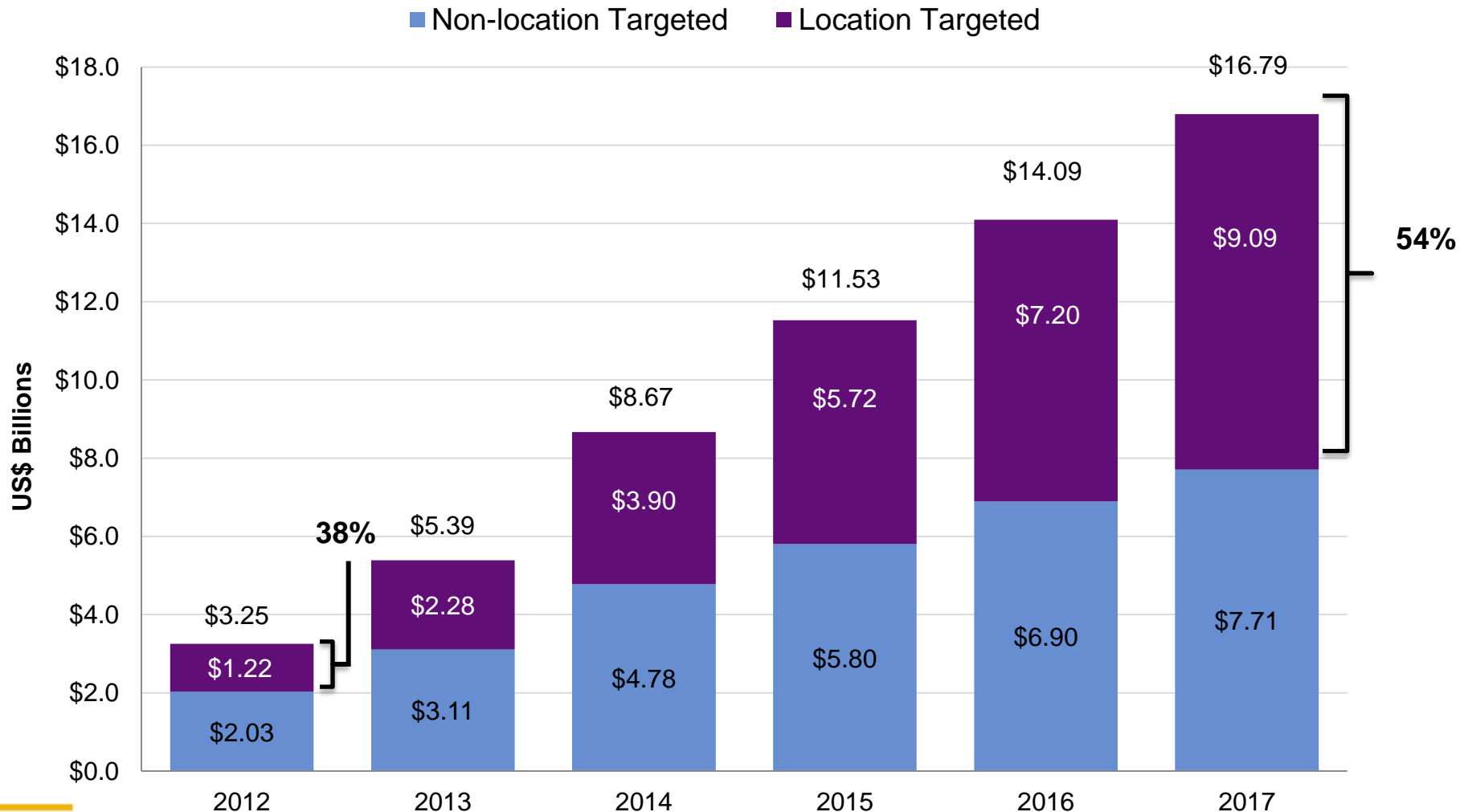


June 2016

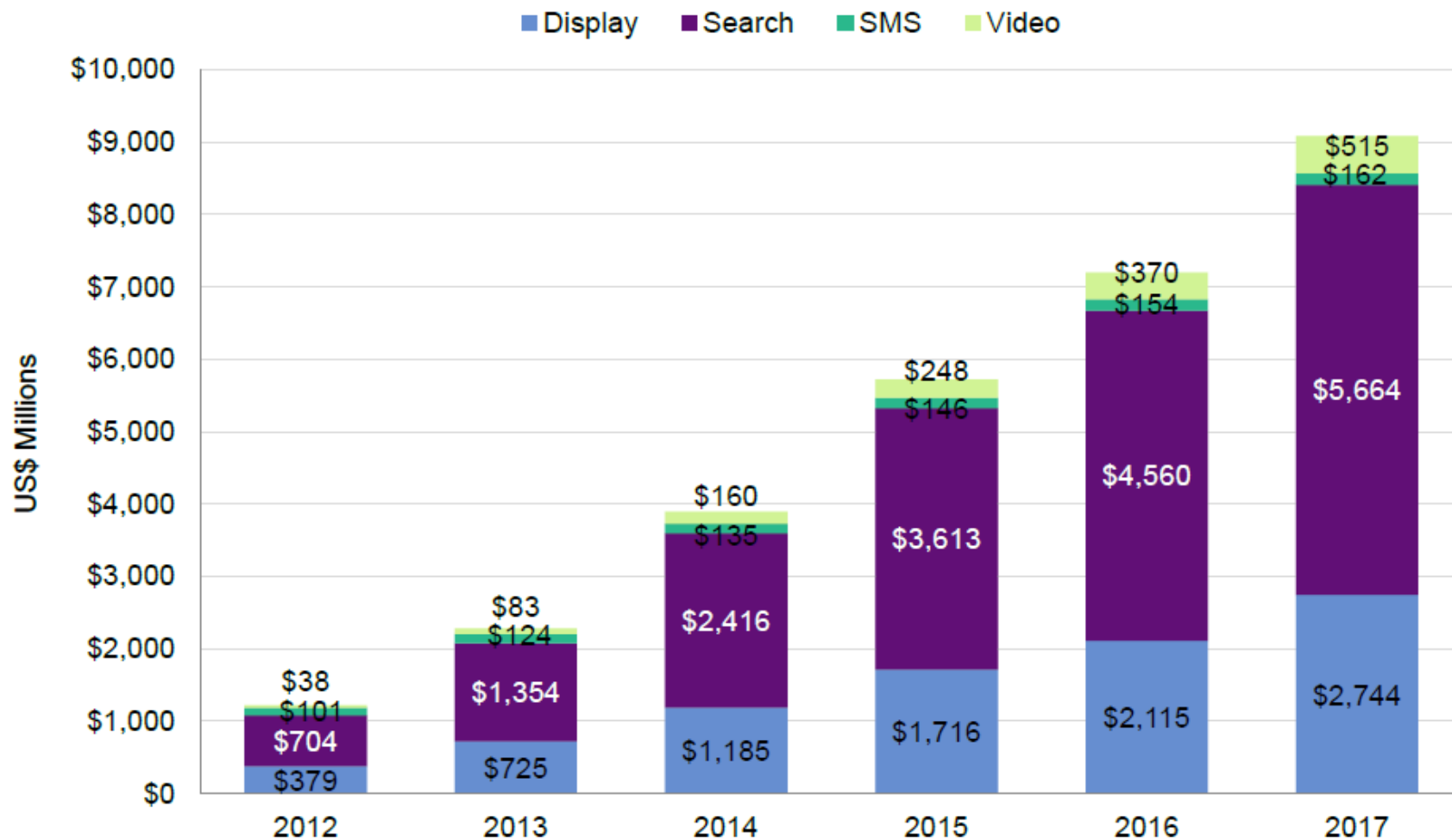
(75% smartphone penetration)



Localized Ad Spend in Mobile



Share of Mobile Local Ad Spend by Format



Note: Numbers are rounded.

Mobile Search Growth Paves the Way for PPC

Mobile Driving Calls to Action

Call conversions from a mobile device higher than calls from desktop local search.

57%

From Mobile Local Search



7%

From Desktop Local Search



Source: BIA/Kelsey's U.S. Local Media Forecast (2012 – 2017)

Mobile ads

with clear *click-to-call* phone number increase call volumes by 6-12%

Google, 2012



Mobile Search Drives Phone Calls

MOBILE SEARCH DRIVES VALUABLE OUTCOMES FOR BUSINESSES

73%

OF MOBILE SEARCHES
TRIGGER **ADDITIONAL**
ACTION & CONVERSIONS



28% of mobile searches
result in conversions
(store visit, call, purchase)



Continued Research



Visited a Retailer's
Website



Shared Information



Visited a Store



Made a Purchase



Called a Business

... And Quickly

I MOBILE SEARCHES TRIGGER QUICK FOLLOW-UPS



63% of mobile search-triggered actions occur **within 1 hour** of the initial search

55%



OF PURCHASE-RELATED CONVERSIONS OCCUR
WITHIN 1 HOUR OF INITIAL MOBILE SEARCH



Businesses Value These Incoming Phone Leads

- BIA/Kelsey's Local Commerce Monitor (LCM) survey indicates that calls are the most valued lead source among SMBs.
- This is especially true in high value categories that do business over the phone (professional services, travel).

Phone Calls Top Lead Source for Businesses

61.3% of advertisers think a telephone call from prospective customer is the single most important lead.

61.3%



Phone Calls

38.7%



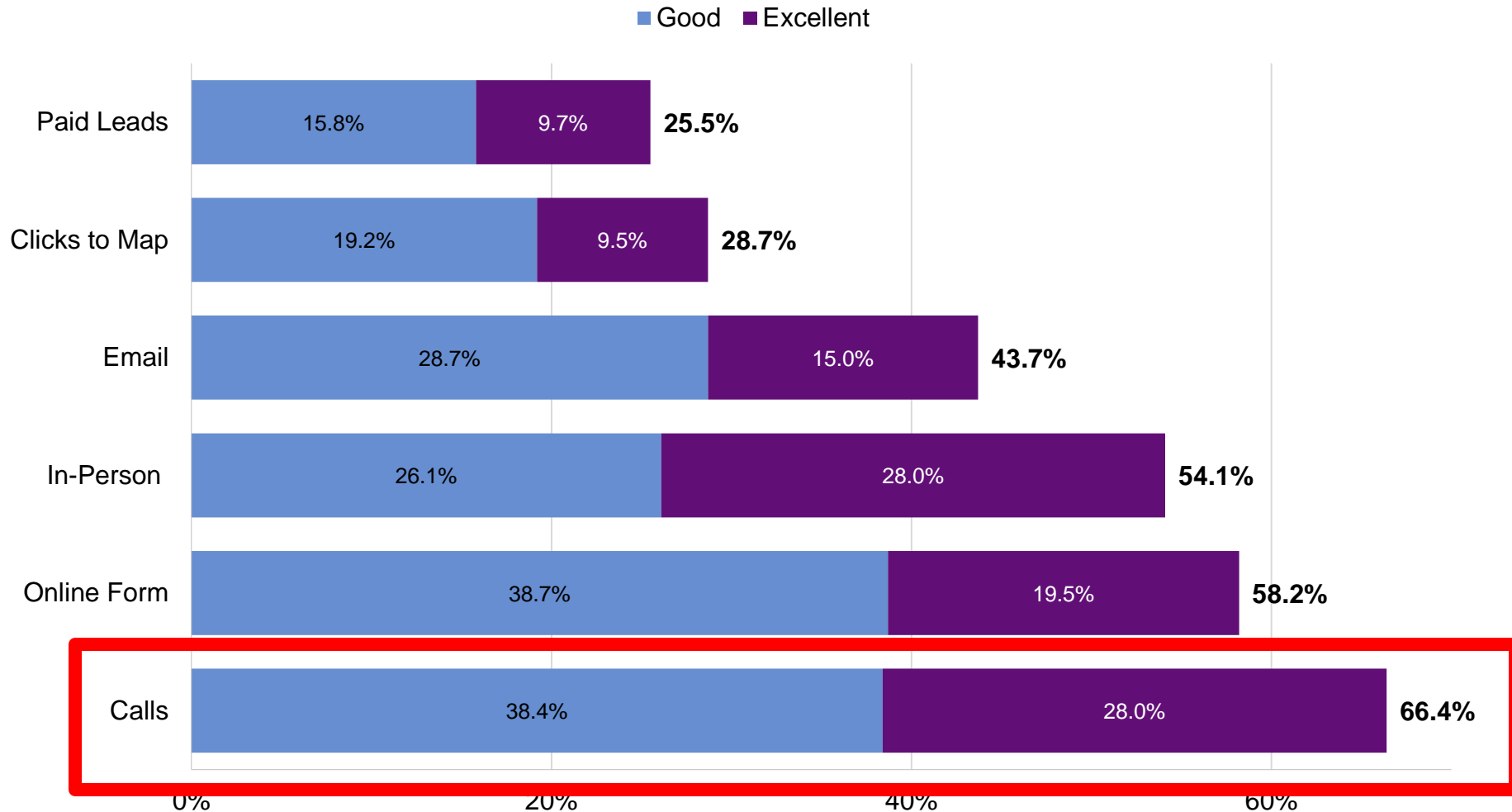
Other Sources

Mobile delivering

increased call volumes for businesses that set appointments or sell products over the phone.



Quality Assessment of Select Lead Sources



The U.S. Call-Based Advertising Market

- All of these factors come together to drive a massive and quickly growing pay per call market opportunity.



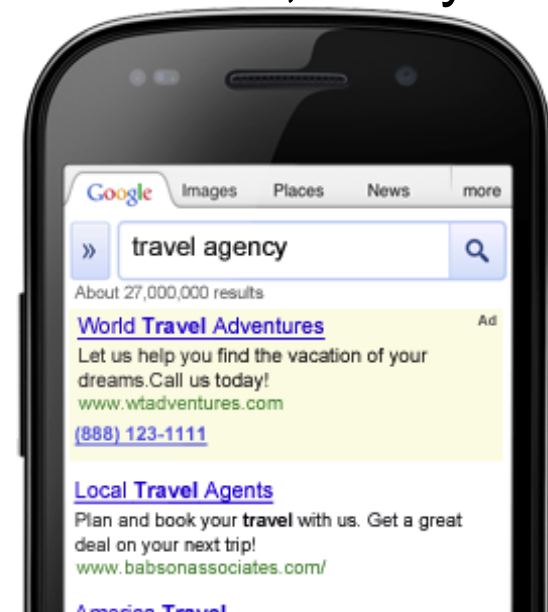
Advertisers Spend Huge Dollars Driving Telephone Leads to Businesses

\$68.4 billion (of the total \$132.5 billion U.S. local advertising market) is placed with an effort to drive telephone leads to businesses.

Source: BIA/Kelsey's U.S. Local Media Forecast (2012-2017)

The Lesson?

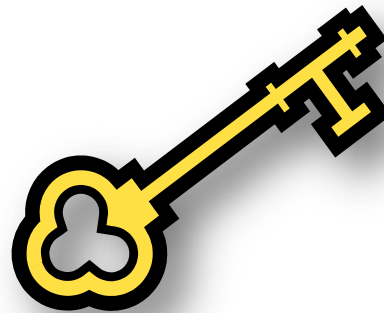
- Users: Local commercial intent is present
- Advertisers: They want phone leads
- The Market: Major growth in call based advertising
- Publishers: Make damn sure your sites, apps and mobile experiences are optimized for these realities
- Takeaway: Provide call links; track, monetize, analyze.
- The remaining question is *“How?”*



From the “Why” to the “How”...

**We’ve discussed the
“why” of call monetization**

**Now what about the
“How?”**



About LogMyCalls

- Web-style analytics for the phone
- Work with hundreds of agencies, enterprise advertisers
- Call tracking for performance marketers
- Automatically analyze the content of a call and automate actions from the results



Global Start-Up Grand Prize Winner

2500 companies from 84 countries applied



PPC Market Review

\$68.4 BILLION

spent on

advertising in 2012 to

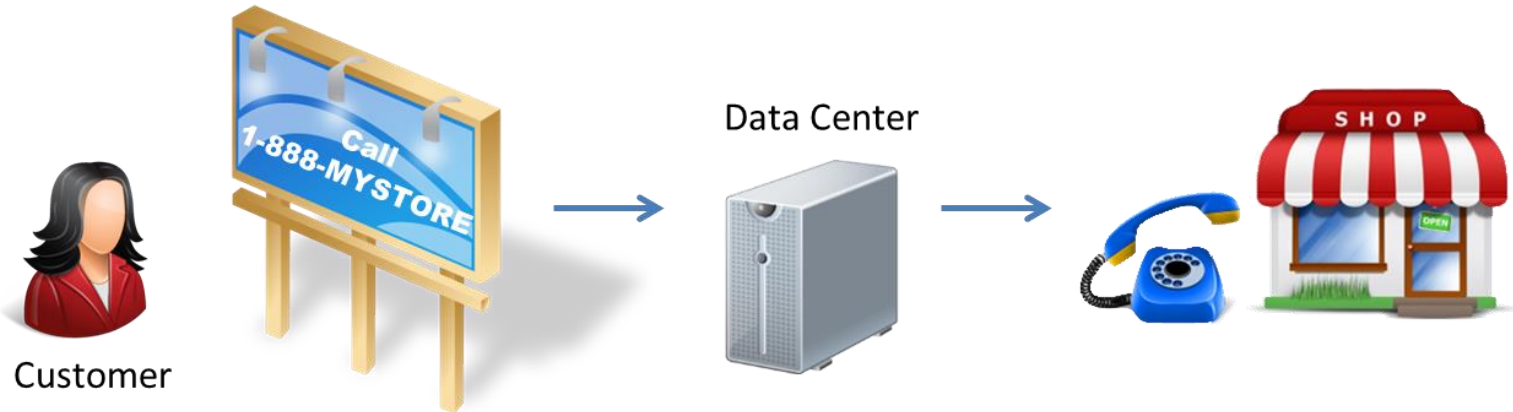
drive **phone
calls.**

Traditional Call Tracking

1. Advertise Number

2. Route & Record

3. Ring Location



Provides:

- Raw # of Calls
- Referring Source
- Keywords (Maybe)
- Call Duration

Benefits:

- Attribution for offline phone interactions
- Improve marketing ROI with data.

The Problem: Data Black Hole

Can I get more info?

Take my money...

I want to buy...

420 billion words spoken each
day on biz phone calls (Gartner)

not satisfied...

My email is...

Was that a good lead?

Did the lead convert?

Was a sale made?

HOW DO I KNOW???



Web analytics = deep analytics



Primary Dimension: Basic Channel Grouping Path

Secondary dimension

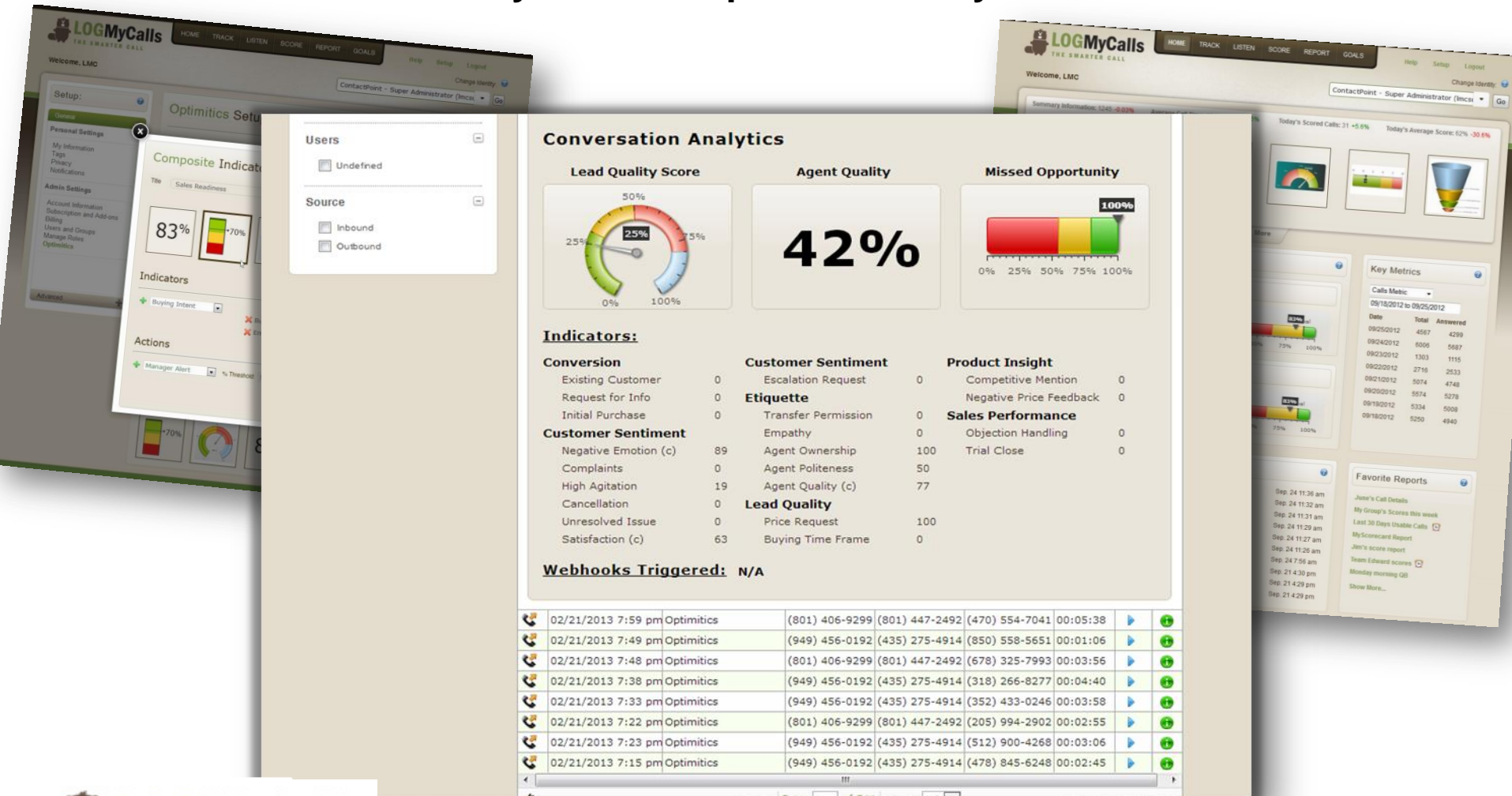
Basic Channel Grouping Path	Conversions	Conversion Value
1. Organic Search > Direct	98	\$928.00
2. Direct > Direct	69	\$551.00
3. Organic Search > Organic Search	32	\$290.00
4. Organic Search > Direct > Direct	30	\$290.00
5. Direct > Direct > Direct	25	\$232.00
6. Direct > Direct > Direct > Direct	19	\$174.00
7. Organic Search > (Other)	19	\$58.00
8. Direct > (Other)	14	\$116.00
9. Referral > Direct	14	\$116.00
10. Direct > Direct > Direct > Direct > Direct > Direct > Direct > Direct	12	\$116.00

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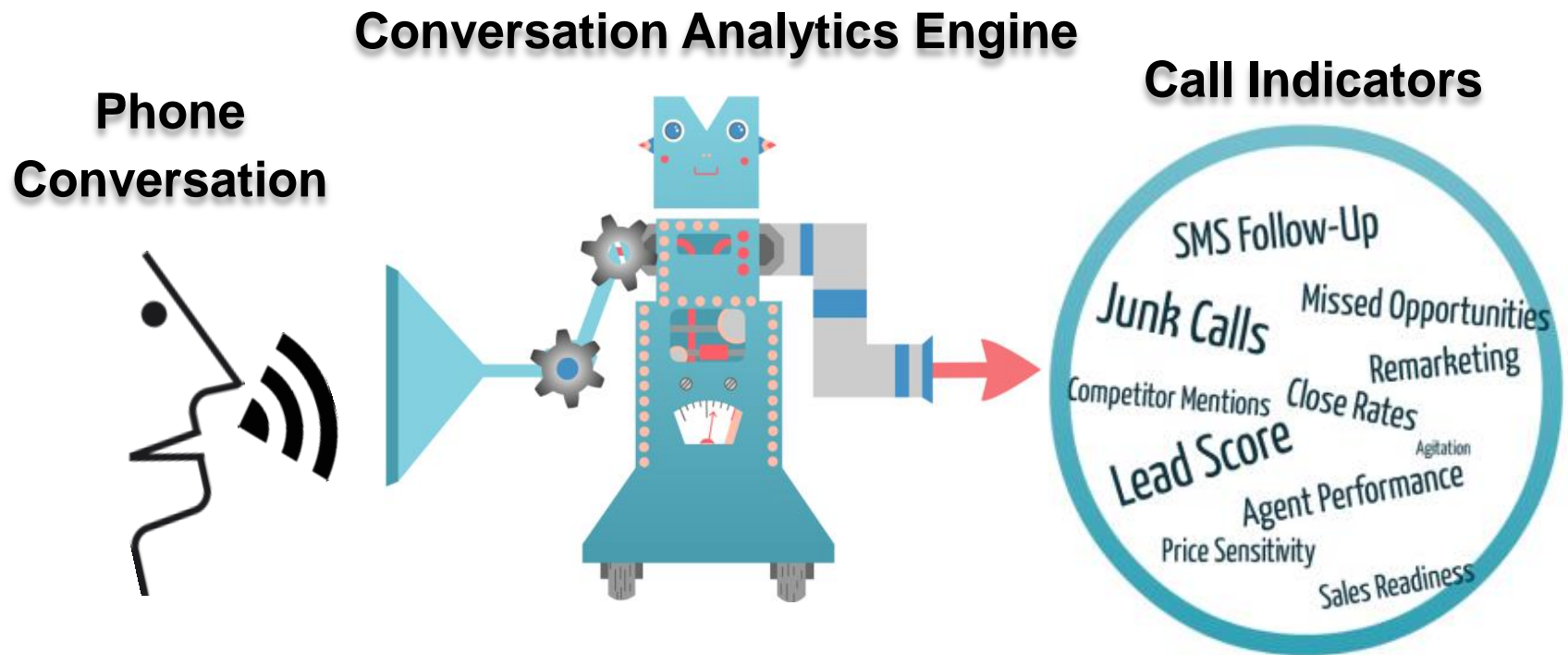
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Conversation Analytics

Call analytics as deep as web analytics



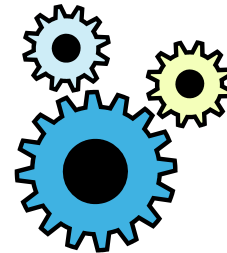
Conversation Analytics: How it Works



Call tracking tells you happened *before* the call.

Conversation Analytics tells you what happens ***on*** the call.

Jack Calls for Auto Insurance



"I need a quote on my BMW X5, it's a 2007."

"My wife and 2 teenagers drive the car."



Sales Inquiry

"I have a policy expiring in about a week."

"I will talk to my wife"



Buying Urgency

Please email me a quote.

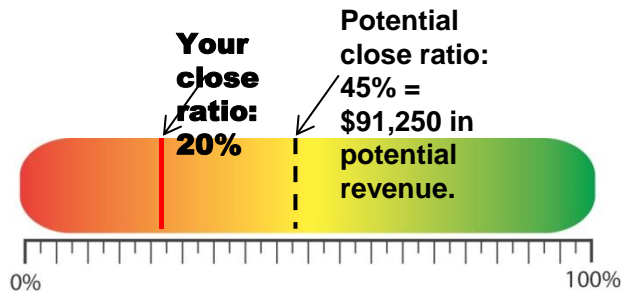
Here's my email address.



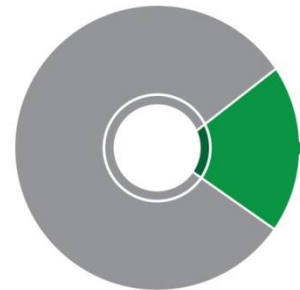
Lead Quality Score

Conversation Insights

Close Ratio

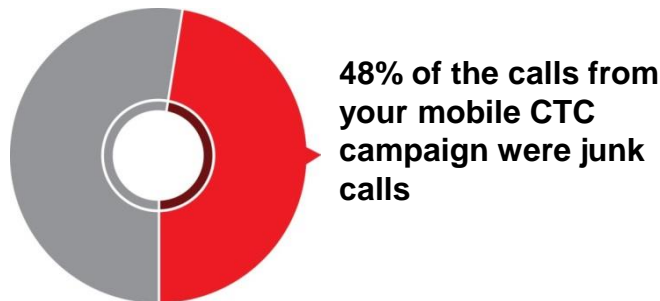


Missed Opportunity



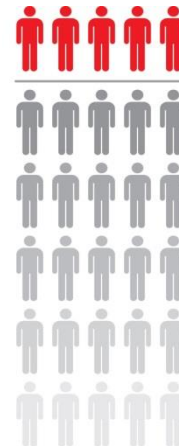
19% of your calls that ended in a purchases included a missed opportunity for an upsell = \$11,251 in lost revenue

Junk Calls



48% of the calls from your mobile CTC campaign were junk calls

Customer Satisfaction



You had 5 calls from angry customers.

Those 5 callers tell an average of 4 friends each, resulting in potential revenue loss of \$53,750 in lifetime revenue.

Conversation Analytics

Call tracking stops when the phone rings.

- Mines every call using to track things like:
 - Lead Quality
 - Buying Urgency
 - Customer Sentiment
 - Sales Skills
 - Competitor Mentions
 - Commitment to Buy
 - Compliments from Customers
 - Escalation Request
 - Agent Empathy
 - Agitation Level
 - Missed Opportunity

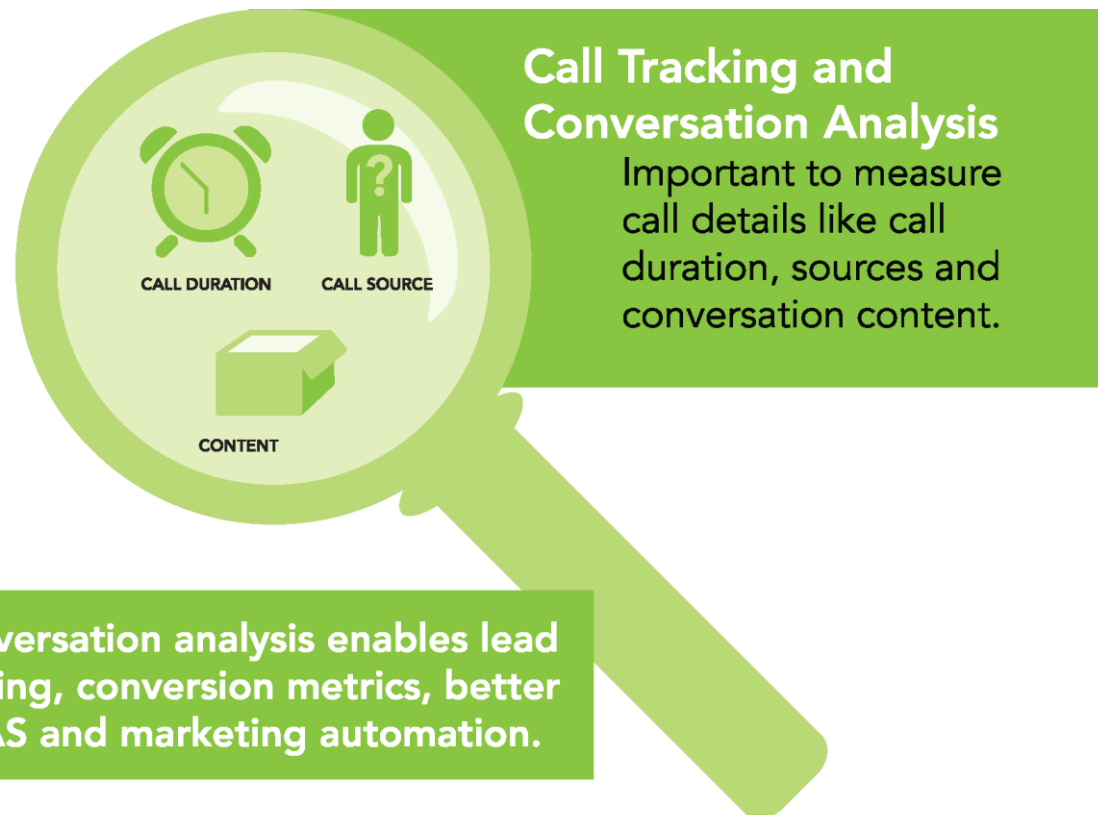
The screenshot shows the 'Conversation Analytics' setup page in the LOGMyCalls application. On the left is a sidebar menu with 'Setup' selected, containing 'General' (active), 'Personal Settings' (My Information, Tags, Privacy, Notifications), and 'Admin Settings' (Account Information, Subscription and Add-ons, Billing, Users and Groups, Manage Roles). The main content area is titled 'Conversation Analytics' and includes a help icon. Below the title is a descriptive paragraph about creating and editing criteria for call recordings. To the right of this text are statistics: 'Today: 12 calls analyzed.' and 'Monthly: 0 calls analyzed.' Below the text are input fields for 'Analyze Maximum' (50), 'Calls' (Daily), and 'Minimum Call Duration(sec)' (90). A 'Selected From' dropdown shows '4 selected'. A yellow box titled 'Select Categories' contains a 'Category' dropdown (with a 'Select category' option highlighted), an 'Indicator' dropdown, and an 'Active' checkbox (checked). Below this is a 'Select Action' section with a 'Trigger' dropdown (showing 'Conversion', 'Call Attributes', 'Customer Sentiment', 'Etiquette', 'Lead Quality', 'Sales Performance') and a 'Description' field. To the right of the trigger is a 'when threshold' dropdown (set to 'at or below') and a percentage input field. A note says 'Click the dropdown to display available webhooks'. An 'Add' button is at the bottom right of the yellow box. At the bottom of the page, there are two sections: 'Agent Quality' showing '83%' and 'Missed Opportunity' showing a progress bar. A 'Create Custom Indicator' button is on the right.

Get More Data. Get More Done.

- Significant change in the quality and quantity of information you can gather about phone interactions
- Improve return on ad spend
- Improve conversion rates
- Increase lead quality
- Actionable data for
 - Ad Bid Management
 - Marketing Automation
 - Customer Relationship Management
 - Learning Management

Advanced Call Tracking

- “PPC and call measurement have often been held back by poor call assessment. Call tracking has just not evolved at the same pace as web analytics.” *BIA/Kelsey*



Engaging Going Forward



- info@biakelsey.com
- (800) 331-5086
- Upcoming research, activities
 - Updated U.S. Local Media Forecast (2012-2017)
 - Expanded Local Commerce Monitor Wave 17 Findings
 - LEADING IN LOCAL: Interactive Local Media, Dec. 10-12, San Francisco



- Sales@logmycalls.com
- (855) 889-3936
- Join us each week for our **webinar series** where we present marketing tips and best practices with industry experts
 - www.logmycalls.com/webinar-series





Thank you

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