Are Your Google Ads Subpar?

EASY TOOLS TO IMPROVE YOUR GOOGLE ADS RESULTS
Contents

Introduction ................................................................. 3
Calls Are Better Than Clicks .............................................. 4
Marketing in a Mobile-First World ................................. 7
Why Is Mobile Marketing So Effective? ............................. 10
Why Calls Are Better ...................................................... 12
Using DNI Call Tracking with Your Digital Ads .............. 14
How to Get Started Tracking Phone Calls ....................... 16
Call Tracking and Google Ads: The Perfect Combo ....... 17
Increasing Google Ads ROI with Call Tracking ............... 20
Advantages of Call-Only Google Ad Campaigns ........... 21
Google vs. Convirza Call Tracking ............................... 22
Bid Management Integration ......................................... 23
About Convirza ............................................................. 24
Introduction

Google is constantly making changes and additions to Ads features, including changing the name from Google AdWords to Google Ads.

And in recent years, some of the biggest changes have been driven by mobile search.

More Google searches are taking place on mobile devices than desktop. This is a HUGE turning point in digital advertising.

Many digital marketers are benefiting from this trend but most of them are not taking full advantage of it. Their campaigns are still focused on getting prospects to click on their ads.

They are failing to drive some of the most valuable business leads – and their ROI is suffering because of it.

“By 2019, mobile advertising is expected to represent 72% of all U.S. digital ad spending.”

MarketingLand
Calls Are Better Than Clicks

OUR DIGITAL WORLD MAKES IT EASY FOR PEOPLE TO CALL. SO THEY DO!

Our industry has been built on the value of phone calls. We understand how important they are. Google’s shift toward mobile ad campaigns and tools underscores the power of these leads.

65% of businesses report that their most concrete leads are from phone calls (PPChire)

The internet is helpful for researching and gathering information. But when people need help and have questions, they still prefer to connect with another human. So people call.

57% of people call a business because they want to talk with a real person (Martech)
Smartphones have transformed the way we experience life. We are constantly connected and interacting with our devices from the time we wake up until the time we go to sleep.

According to the Pew Research Center, about three-quarters of Americans now own a smartphone. Ownership has doubled in five years.

And surprisingly, 42% of Americans 65 years and older own smartphones too. These facts make click to call a huge opportunity.

Click to call is an effective method to attract business.

At times smartphone attachment can be annoying, but for businesses it’s sensational.

Here’s the great thing. In addition to all the apps, searches, and online communication, smartphones are actually being used to make phone calls,

**LOTS OF PHONE CALLS.**

Smartphones will trigger
**73 billion calls**
to businesses in 2018
66% of businesses say that calls are the best, most valuable leads they receive.

BIA/Kelsey

In addition to being lower in the sales funnel that web leads, calls are also easier to produce.

Since the average call converts 10x more often than a web lead, it takes a much smaller number of phone calls to generate a high percentage of revenue.

**Calls Are Simply Better!**

So the question is: How are you using your Google Ad campaigns to drive phone calls?

With an advanced call tracking solution, such as Convirza, you can experience exactly what it feels like to win in a mobile-first world.

So what does that mean for you and your business?

People click to call because they are anxious for information and often ready to buy.

It means these mobile users are valuable when they call because you get them at the right time and the right place to increase revenue.
Marketing in a Mobile-First World

ACCORDING TO BIA/KELSEY, ANNUAL CALLS TO BUSINESSES FROM SMARTPHONES WILL REACH 162 BILLION BY 2019.

Calls to businesses are booming, and the smartphone is to thank.

These phone calls are the result of a variety of advertising channels including paid and organic search, display ads and native social ads.

Mobile search is driving much of the accelerated volume and quality of phone calls. In fact, according to BIA/Kelsey, this new consumer touch point is forecasted to trigger 73 billion inbound calls annually by 2018. That’s an amazing 42% annual compound growth rate.

Calls are also being promoted more prominently in different ad formats such as with Facebook’s recently incorporated call buttons.

So how can we take advantage of the rapid mobile expansion?
Optimize Marketing Campaigns with Call Tracking

Pay-per-click or PPC advertising is an important marketing tool, but for many, it’s overwhelming and costly. So it’s no surprise many companies question its value.

When done right, PPC ads are powerful lead generators. But to accurately measure lead volume, companies must look beyond clicks.

You can’t take advantage of calls as a lead source if you’re not tracking the campaigns, ads, and keywords that are generating business calls.

With Dynamic Number Insertion call tracking, you can distinguish between the strategies that are producing results and those that are not.

Once you have this data, it becomes possible to focus your marketing efforts and spend on areas that offer the most ROI.

CALL TRACKING tells you which marketing channels

Call now! 855-555-1111

Call now! 855-555-1222

Call now! 855-555-1333

AdWords

Mobile

Traditional

PRODUCE PHONE CALLS
Enhancing Phone Conversions with Conversation Analytics

In order to make full use of the calls, it is essential to understand the quality of these leads.

In addition to knowing the source of the call, with Conversation Analytics® you can access data that tells you why the prospect initiated the phone call and whether or not it resulted in a conversion.

Conversation Analytics® can also be used to improve sales performance on the phone. By extracting valuable metrics you will be able to answer questions like:

- Was the sales agent polite?
- Did they ask for the business?
- Did the caller find what they were looking for?
- Was a reservation made?
- What issues prevented the caller from converting?

When you can analyze your phone leads like you do web leads you can increase both the number and quality of your inbound calls.

The expansion of mobile ad formats is just one more indicator of the power of phone calls as a lead source.
Why Is Mobile Marketing So Effective?

If it is utilized effectively, mobile marketing has the potential to outdo other forms of marketing inefficiency, ROI, and overall effectiveness.

According to the Pew Research Center, there are two key reasons for this:

- **MOBILE MARKETING SHORTENS THE LEAD CYCLE**
- **ACCESSIBILITY -- 95% OF AMERICANS OWN MOBILE PHONES AND 77% ARE SMARTPHONES**

Not surprisingly, DudaMobile reported that mobile websites generate high call volumes. This is one of the primary ways that mobile users contact businesses for pretty obvious reasons.

And what’s more is that nearly 20% of visits to a mobile-optimized website result in a call to the business.

Potential customers can search for a product or service on their smartphone and simply tap their finger to call you. Mobile leads are also better than non-mobile leads because of the enhanced access.
7 REASONS PEOPLE CALL BUSINESSES

1. SPEED
   Consumers need an answer quickly

2. REAL PERSON
   People want to talk with a real person

3. ANSWER
   The website doesn't provide all the information and answers

4. ACCOMPLISH GOAL
   Cannot accomplish something on a company website, tasks outside the digital capabilities

5. ACCURACY
   Some issues and information need human confirmation and more accuracy than other sources

6. EASY
   Click to call is easier than searching a website

7. BIG TICKET
   The larger the purchase the more likely it is for people to call

Source: Google

Short Sales Funnel

While the sales funnel in a traditional marketing scenario typically involves weeks or months before a deal is closed, the time frame is cut down drastically with mobile marketing.

Buyers can find and call you within minutes or hours.

Potential customers can search for a product or service on their smartphone.

WITH MOBILE MARKETING, THE ENTIRE LEAD CYCLE IS COMPRESSED.
Why Calls Are Better

RETHINK THE PURPOSE OF YOUR DIGITAL ADS

Simply put, if you’re doing mobile PPC, your primary focus should be to generate phone calls.

Marketers get it. What marketers don’t get is that driving phone calls from your ‘regular’ landing pages is also critically important.

Our data shows that companies are missing out on 15% to 25% of their possible revenue when they don’t put a phone number on their landing page.

How is that possible? Well, there are two ways that is possible:

FIRST...

CALLS CONVERT 31% OF THE TIME.
WEB LEADS CONVERT 2% OF THE TIME.

Data from millions of analyzed calls across dozens of industries shows that 31% of all inbound calls result in an Appointment, a Sale, a Reservation, or a Commitment to Buy.

But, according to data from sources ranging from MEClabs to Hubspot, only around 2% of web leads convert.

Obviously, you need far fewer phone calls converting at 31% to produce the revenue equal to form-fills converting at 2%. Far fewer calls will produce the same revenue as far more web leads.
AVERAGE VALUE of PHONE CALLS

SOURCE: GOOGLE

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTO INDUSTRY</td>
<td>$1,195</td>
</tr>
<tr>
<td>TRAVEL</td>
<td>$320</td>
</tr>
<tr>
<td>TECHNOLOGY</td>
<td>$265</td>
</tr>
<tr>
<td>LOCAL SERVICES</td>
<td>$170</td>
</tr>
<tr>
<td>RETAIL</td>
<td>$119</td>
</tr>
</tbody>
</table>

SECOND...

CALLS HAVE A HIGHER REVENUE VALUE

Generally, a caller is someone that needs questions answered.

Our data shows that people call when they make larger revenue decisions. Do you think a client that spends $20K+ per month is signing up online or filling out a form?

Nope. They call us.

The same is true of your business. People who spend money—big money—make phone calls.

Digital advertising is beneficial for most businesses and used by many B2B companies. It’s particularly well suited for businesses that are locally based, serve high lifetime value customers, and have high margins.

Digital advertising is particularly effective with local sales. For instance, the average transaction for restaurant phone calls is $33.
Using DNI Call Tracking with Your Digital Ads

Digital ad spend sucks a big chunk of many marketers’ budgets.

Pay-Per-Click, despite its downfalls, is a quick and relatively cheap way to drive significant amounts of traffic in a hurry.

It’s also a way for a growing company to appear on page 1 of Google immediately. And, not to mention, appear when and where you want to appear.

Google Ads is awesome, but how do you take your spend to the next level?

What can you do to improve your ROI?

SAMPLE ONLINE CUSTOMER JOURNEY

<table>
<thead>
<tr>
<th>5 days</th>
<th>Link from Another Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 days</td>
<td>Organic Search SEO</td>
</tr>
<tr>
<td>1 day</td>
<td>Direct from Your Website</td>
</tr>
<tr>
<td>2 hours</td>
<td>NOW Make the Call</td>
</tr>
</tbody>
</table>

Click on Google PPC Ad
Use Call Tracking to Analyze Which Ads Generate Calls

Are you getting credit for every lead your digital ad campaigns generate? Not unless you are using call tracking.

Call tracking for Pay-Per-Click and Google Ads allows marketers to track the precise keywords, campaigns, and even ads that are generating phone calls.

Convirza uses a tool called Dynamic Number Insertion (DNI) to dynamically display a phone number to a web visitor dependent upon the parameters you set.

In other words, different phone numbers can actually appear on the same landing page dependent on the campaign, ad, or keyword.

Using call tracking to gather call analytics from your digital marketing is both simple and powerful.

Call tracking data is incredibly useful for distinguishing the PPC campaigns that are producing results from those that are not, which makes it possible to optimize both your marketing strategy and budget.

Once you implement call tracking DNI with your PPC campaigns, you can immediately begin to improve the effectiveness of your ads and ultimately enhance your ROI.
How to Get Started Tracking Phone Calls

Call tracking can provide you with extensive data that drills down to the keyword level. But when getting started it’s best to start simple and select the Dynamic Number process that matches your specific goals.

DNI Call Tracking

When you implement DNI call tracking with your marketing activities, you will have the ability to associate unique phone numbers with particular campaigns, ads and even keywords.

With DNI call tracking, this can be achieved with no negative effects on Search Engine Optimization (SEO).

Types of DNI

There are three types of DNI call tracking options. Each type offers highly accurate and useful data but the best choice for individual marketers or businesses will vary according to experience and goals.

1) URL-Based DNI

Assign unique phone numbers to specific URLs.

2) Source-Based DNI

High-level data about visitors that are directed to their site via Google, Yahoo, Bing or other referring sources.

3) Session-Based DNI

Displays a different number to every single person that visits your website and stays with the visitor until they have closed out of the browser.
Call Tracking and Google Ads: The Perfect Combo

The call tracking and Google Ads combo is a beautiful thing. Unfortunately, not all pay-per-click marketers have tapped into the perks of this relationship.

This is a sad situation, and there are three main reasons they suffer:

- Missing out on data
- Inability to effectively optimize campaigns
- Failing to prove marketing value

Why Should You Use Call Tracking WHENEVER You Do Pay-Per-Click?

Because you may be missing valuable information about your marketing ROI.

For example, let’s say that a specific pay-per-click campaign only generated 50 clicks when you were expecting 75. But, unbeknownst to you, 21 of those 50 people called your business.

If you didn’t use call tracking you may never know how truly effective the pay-per-click campaign was. Thus, you may cancel that campaign.

Obviously, with the data that call tracking provides, that would be a mistake.
1) Build Value for Clients and Management

The data that you collect through call tracking is also important for two camps.

First, if you are a marketing agency, your clients can see exactly how your efforts are paying off. They see the link between phone calls and your Google Ads.

Second, in-house marketing can capture online and offline activities for their companies.

Automatic reports, text messages can be sent and unlimited users can access call tracking accounts.

When you can easily prove your value to clients and management with hard data, you can spend more time optimizing their campaigns rather than wasting time trying to reduce attrition rates.

With call tracking, it is simple to show how incredible you are at driving phone calls to their business.
So how do you get your clients to use call tracking?

Our customers have found that the ideal way to successfully implement call tracking in client campaigns is to include it in the Google Ad packages they sell.

You already know that you’re good at what you do. Give your clients a chance to see how awesome you are!

2) More Data

When you use call tracking with your Google Ads campaigns, you have the ability to track the precise number of phone calls that are being generated by your ads. You know:

- How many calls individual keywords generate
- Which keyword groups trigger calls and how many calls
- Your pay-per-click efforts as a whole
- Call volumes across industries

CALL TRACKING GIVES MARKETERS THE POWER TO TRACK THE EXACT RESULTS THAT THEIR EFFORTS ARE PRODUCING.

3) Optimize Campaigns

The detailed and granular-level data available through call tracking can be used to improve and speed up the optimization process.

When you can distinguish the keywords and ads are performing well, from those that are not, it becomes much simpler to refine your campaigns to produce the desired results.
Increasing Google Ads ROI with Call Tracking

Marketers that are not tracking phone calls are missing out on the full picture as well as potential revenue. They also fail to get credit for the leads and ROI of the phone calls that their campaigns produce.

How is Call Tracking used with Google Ads?

Implementing call tracking with your AdWords Campaigns can be broken down into three steps:

1) Dynamic Number Insertion (DNI)

A piece of JavaScript is inserted into the header code of a website. The phone number displayed on a page changes dynamically according to the user session or keyword group. This means that marketers can track the specific campaigns that are producing calls.

2) Conversions

Conversation Analytics® extracts data from the phone calls to tell you which ads, keywords and campaigns are producing conversions.

3) Automated Call Actions

Responses to phone calls can be automated. Follow up is seamless and painless.
Advantages of Call-Only Google Ad Campaigns

If you are not using call-only ad campaigns, you are missing out on a higher return from your marketing efforts. Here are three reasons to switch over to this call-centric ad format.

1) Enhanced Content Placement

With call-only ads, the phone number is placed at the very top along with the word “call.” It also promotes increased attention with larger font size and colored text.

In addition to the phone number placement, the call button is displayed right next to the ad copy.

2) Direct Phone Calls

Rather than sending users to a landing page where they may or may not decide to call your business, clicks on a call-only ad result in an immediate phone call. Again, this allows prospects to connect with your business and significantly shortens the sales funnel.

3) Highly Targeted Ads

The prominence of the phone number and call button in these ads eliminates the need to insert a call-to-action within the ad copy.

Ad messaging can highlight other areas such as features, benefits, and value. Call-only ads offer a fantastic way to target your mobile customers and give them a way to engage with your business.

With call-only ads, every click results in a phone call.
Google vs. Convirza Call Tracking

Google offers a basic service called “Website Call Conversions.” Digital marketers wonder:

“Since Google offers keyword level DNI style website call tracking, why would anyone use a service offered by a company such as Convirza?”

Google’s forwarding numbers work sufficiently well for very basic, small campaigns and advertisers only using Google Ads. But the technology and capabilities are inferior compared to our session and visitor level Dynamic Number Insertion (DNI) technology.

16 Things You Don't Get with Google Call Tracking

- Only tracks Google AdWords traffic
- Lacking call details (no caller IDs, no caller info, such as name, address)
- No call recording
- No IVR routing
- No Geo-routing
- No scheduled routing
- No custom voice prompt/IVR greeting
- No whisper messages
- No email notification
- Only one phone number can be changed per page (if you have unique sales number and service number on a page, Google cannot track both)
- No 3rd party integration
- Tracking numbers (forwarding numbers) that get displayed on your site are only temporarily yours
- Tracking numbers are much more likely to receive trash calls because the numbers are shared between multiple advertisers
- Does not work properly for tracking multiple websites with one AdWords account
- No webhook trigger
- Does not track/determine what actually happened on phone calls
Bid Management Integration

TAKE YOUR SPEND TO THE NEXT LEVEL

Optimizing your AdWords campaigns with call data is incredibly powerful. Marketers no longer need to judge their campaigns based on the number of calls.

But why stop there?

Integrations with leading bid management platforms, such as Acquisio, make it possible for marketers to marry call analytics data to their PPC campaigns and automatically adjust bids for the best ROI.

Instantaneously optimize across channels to display only the ads, copy and offers that are producing high-value phone calls – automatically.

Phone Call Optimization

With our Conversation Analytics® engine, Convirza will not only show you how many calls your campaigns generated, but also how many of them were bad leads, good leads, and great leads.

This deep data provides exceptional call insight. You can now optimize your campaigns and spend like never before.

Marketers are taking advantage of high-end metrics paired with rules-based marketing automation. Trigger alerts, CRM actions, bid management behaviors and more.

How it Works

With an integrated solution, the two platforms work together to trigger bid management actions with call data.

Call tracking and analytics determine which keyword groups, ads, and landing pages are generating high-quality phone calls. This data is used to automatically increase your bid when lead scores, close rates or revenue for specific keywords or campaigns rise above a set threshold.

DON’T JUST COLLECT CALL DATA.
PUT IT INTO ACTION!
About Convirza

Convirza combines call tracking, call recording, call tracking numbers with intelligent call analysis to maximize marketing and business performance. Our Conversation Analytics® services is the call tracking industry’s leading AI call automation and natural language speech pattern recognition software. Since 2001, Convirza has enabled marketers to optimize ROI, close rates, lead quality and call quality. With award-winning software and features like Dynamic Number Insertion (DNI), true native Google Analytics integration and advanced IVR capabilities, Convirza is the most robust call tracking system on the market.

DON'T MISS OUT!
START CALL TRACKING TODAY