12 Things You Need To Know To Maximize Your PPC Campaigns
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I. Introduction

Google is constantly making changes and additions to AdWords features.

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

We’ve hit a stage where more Google searches are taking place on mobile devices than desktop in 10 countries, including the U.S. This is a HUGE turning point in digital advertising.

Many PPC marketers have recognized the significance of 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.

**Why Calls are Better than Clicks**

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.

There are a lot of reasons behind why calls are better than clicks. In fact, there are so many that we won’t be able to go over all of them here.

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.

According to BIA/Kelsey, 86% of businesses say that calls are the best leads they receive.

Calls are simply better.

So the question is: How are you using your AdWords 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.
II. Marketing in a Mobile-First World

“Annual calls to businesses from smartphones will reach 162 billion by 2019.” - BIA/Kelsey

Last year, there were around 77 billion calls generated from mobile phones to businesses. These phone calls were the result of a variety of advertising channels including paid and organic search, display ads and native social ads.

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

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 DNI call tracking, you can distinguish between the strategies that are producing results and those that are not.

Call tracking tells you which marketing channels produce phone calls.

Call now! 855-555-1111
Call now! 855-555-1222
Call now! 855-555-1333
II. Marketing in a Mobile-First World

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

Enhancing Conversions with Conversation Analytics

In order to make full use of the calls that your marketing is generating, 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.
III. Why is Mobile Marketing So Effective?

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

There are two key reasons for this:

- Mobile marketing shortens the lead cycle
- Accessibility -- 91% of smartphone users have their mobile phone within arm’s reach 24/7

(Source: Morgan Stanley)

With mobile marketing the entire lead cycle is compressed. 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 and simply tap their finger to call you.

Mobile leads are also better than non-mobile leads because of enhanced access.

Other forms of marketing simply cannot access 91% of prospective buyers 100% of the time.
IV. Are You Failing to Track This Critical PPC Metric?

You may not be getting credit for all the leads that your AdWords campaigns are producing.

If you aren't accounting for phone calls, then your data is incomplete.

Many marketers don't know whether or not their PPC efforts are generating phone calls. They aren't using call tracking to measure their results and they are missing out on the incredible value of these leads.

Call Revenue

The phone calls produced by your PPC campaigns can have a significant impact on your revenue.

Our data shows that 5% or more of all PPC traffic will end up calling your business. It also shows that callers convert about 50% of the time. If you do not have a phone number on your landing page, you could be missing out on 15% to 25% of your possible revenue.

Are you tracking calls? If you aren’t measuring phone calls, you’re pretty much guaranteed to be missing out on significant business opportunities.

You’re also working with inaccurate campaign data.

How to Track Calls from PPC

When you use call tracking with your AdWords campaigns, a Convirza feature called Dynamic Number Insertion will automatically place a unique phone number on your PPC landing pages according to the referring URL.

This means that every ad or group of ads can be linked to specific URLs and have their own phone numbers displayed to visitors on the landing page. Once you have this in place, it becomes possible to track the campaigns, ad groups and keywords that are generating phone calls.

A wide variety of factors can influence the success of your AdWords efforts. However, you won’t know how well your PPC strategy is working unless you’re tracking call data.
V. Why Are Calls Better?

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:

**Way #1 – Calls Convert 31% of the Time – Web Leads Convert 2% of the Time**

Data from millions of calls analyzed across dozens of industries shows that 31% of all inbound calls result in an Appointment, a Sale, a Reservation, or a Commitment to Buy (the specific type of conversion is obviously dependent on your industry). And yet, according to data from sources ranging from MEClabs to Hubspot, only around 2% of web leads convert.

So, 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.

**Way #2 – 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+ with us per month is signing up online or filling out a form?

Nope.

They’re calling us. The same is true of your business. People who spend money—big money—make phone calls.
VI. Using DNI Call Tracking With Your PPC Campaign

AdWords spend sucks up a chunk—in many cases, a massive chunk—of many marketers’ budgets. PPC, 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. AdWords is awesome, but how do you take your spend to the next level? What can you do to improve your ROI?

Use Call Tracking to Analyze Which Ads Generate Calls

Are you getting credit for every lead your AdWords campaigns generate? If you’re not using call tracking you’re not.

Call tracking for PPC 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. So, for example, if you’re A/B testing ad copy for a specific ad, the people...
VI. Using DNI Call Tracking With Your PPC Campaign

that click on ad A would see a different phone number on the landing page than the people that clicked on ad B. This allows Convirza to know which ad generated any subsequent phone calls.

So, whether you’re using call tracking DNI for high level AdWords metrics like the total number of calls generated by PPC; or, if you’re using it to A/B test keyword effectiveness, ad effectiveness or even ad copy and offer, call tracking is a way to take your budget to the next level.

How many phone calls are you driving via your AdWords efforts that you aren’t getting credit for? In most industries, FYI, about 10% of your total AdWords leads will be phone calls. That’s a ton of revenue you’re not getting credit for. (Because, remember, callers are more likely to buy than web leads).

Using call tracking to gather call analytics from PPC campaigns is both simple and powerful.

With Dynamic Number Insertion (DNI), marketers can set a unique phone number to be displayed on a landing page for each of their PPC ads.

This means the phone number a person sees after they click on a PPC ad and arrive on a landing page will vary according to the specific ad that they clicked on. The different phone numbers make it possible to track the campaigns, keywords and ad groups that are driving phone calls.

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.
The most difficult part of implementing call tracking seems to be selecting the type of service that is best for your specific goals.

Call tracking can provide you with extensive data that drills down to the keyword level — But if you are just getting started with call tracking this may not be the best option for you. When you first begin to integrate phone calls into your marketing strategy, it is much simpler to start by tracking data at the campaign level.

**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 or even keywords.

These call tracking numbers can be used in a variety of ways to extract valuable data about the strategies that are driving traffic and generating phone calls. With DNI call tracking, this can be achieved with no negative effects on Search Engine Optimization (SEO).

**Types of Call Tracking**

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**

This type of call tracking is designed to allow marketers to assign unique phone numbers to specific URLs. When a visitor to the site clicks through from a designated URL an individual phone number will be displayed to track the sources that are generating phone calls.

URL-Based DNI is largely used to track social media and PPC campaigns. By using this type of call tracking, marketers are able to determine the effectiveness of specific ads in addition to groups of campaigns.

2) **Source-Based DNI**

If you are interested in focusing on the referring sources of your phone calls then you may want to consider Source-Based DNI. With this type of DNI, marketers can gather high-level data about visitors that are directed to their site via Google, Yahoo, Bing or other referring sources.
VII. How To Get Started Tracking Phone Calls

Source-based DNI is ideal for collecting high-level metrics rather than detailed campaign data. So if your chief concern is focused on how people are finding you then this call tracking type is something you should look into.

3) Session-Based DNI

This form of DNI provides the most comprehensive data but it is also the most costly and complex. This type of call tracking 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.

Session-based DNI gives marketers the opportunity to delve into highly granular data that gives them insight into the exact keywords that led visitors to the site. Although it is useful for in-depth data extraction, it is not necessary for most marketing purposes.

Marketers that are new to the call tracking scene should be cautious about jumping into call data that is too extensive. URL-based DNI is often a good starting point to begin optimizing ads and campaigns and to prove marketing ROI.

The beauty of PPC is that you can pay for performance in a direct way. That’s the whole point! You don’t pay until you actually get a click.

But what happens after the click? How many of the people that click-through to your site call you? How many calls does your PPC generate?

If you don’t know the answer to those questions you have a gigantic blind spot. Call tracking fills this blind spot.

Truly call tracking and PPC is match made in marketing heaven.
The marriage between call tracking and PPC agencies is a beautiful thing.

However, not all PPC marketers have tapped into the perks of this relationship.

This is a very sad situation, and there are three main reasons this is utterly distressing:

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

These points will be fleshed out in more detail below.

**Why Should You Use Call Tracking WHENEVER You Do PPC?**

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

For example, let's say that a specific PPC 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 PPC campaign was. Thus, you may cancel that campaign.

Obviously, with the data that call tracking provides, that would be a mistake.

**1. More Data**

When call tracking is associated with your PPC campaigns, it gives you the ability to track the precise number of phone calls that are being generated by your PPC ads. You can track how many calls are generated by individual keywords, by keyword groups and even your PPC efforts as a whole.

You'll also be able to compare call volumes across industries. Certain clients will receive a great number of phone calls from PPC campaigns while others will only see a few. Call tracking gives PPC marketers the power to track the exact results that their efforts are producing.
VIII. Call Tracking and PPC: A Match Made in Heaven

2. **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 that are performing, from those that are not, it becomes much simpler to refine your campaigns to produce the desired results.

And as you know, optimized campaigns = improved ROI.

3. **Prove Value**

The data that you collect through call tracking is also important from the perspective of your clients. They can see exactly how your marketing efforts are paying off with the phone calls your PPC campaigns are generating. This can be done with automated reports, text messages or they can even be given access to their own call tracking account.

With call tracking your clients can hold you accountable — this is a good thing. When you can easily prove your value to clients 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 your clients 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 by including it in the AdWords packages they sell.

You already know that you’re good at what you do. Give your clients a chance to see just how awesome you are.
IX. Increasing AdWords ROI with Call Tracking

According to Google, 70% of all mobile searchers have called a business directly from search ads.

One of the most common use cases of call tracking is to determine the value of AdWords campaigns.

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

How is Call Tracking used with AdWords?

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. It makes it possible for the phone number that is displayed on a page to dynamically change 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) Optimization

Once marketers are able to distinguish between campaigns that are profitable from those that are not, they can use this data to restructure campaigns and improve the ROI of their AdWords spend.
Advantages of Call-only Adwords Campaigns

Why are marketers making the upgrade from call extensions to call-only ad campaigns?

If you haven’t done this, you are missing out on a higher return from your marketing efforts. Until recently, the only option for promoting business calls via AdWords was through call extensions. Using these extensions in ad campaigns is an effective method to generate phone calls but call-only campaigns take it to the next level.

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. The organization of these ads enhances the likelihood of receiving a call and closing a sale.
X. Advantages of Call-Only AdWords Campaigns

2) **Direct Phone Calls**

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

Conversions will be largely dependent on the support team in your call center, which makes it essential to have answers that are in line with the ad that spurred the call. Taking advantage of Conversation Analytics can also support the sales process that is tied to your ad campaigns.

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. This means that messaging used in the ad can be dedicated to highlighting 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.*
XI. How Does Google Call Tracking Compare to Convirza?

Last year, Google showed us how much they value calls by venturing into the call tracking industry.

They announced the launch of their basic call tracking solution for AdWords, which they refer to as “Website Call Conversions.” This service is available for free to AdWords marketers and allows Google to take credit for phone call conversions.

We welcomed the announcement of this new addition to the AdWords platform, and since that time, our company has received hundreds of questions about Google call tracking. One of the most recent questions came in from a Convirza prospect:

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

We’re glad you asked.

16 Things You Won’t Get With Google Call Tracking

Google’s forwarding numbers do work decently. They are sufficient for very basic, small campaigns and advertisers only using Google AdWords, but the technology and capabilities are inferior and basic compared to our session (soon to be visitor) level Dynamic Number Insertion (DNI) technology.

Here are some major deficiencies in the Google Website Call Conversions feature:

1) Only tracks Google AdWords traffic

2) Lacking call details (no caller IDs, no caller info, such as name, address, etc.)

3) No call recording capabilities

4) No IVR routing capabilities

5) No Geo-routing capabilities
XI. How Does Google Call Tracking Compare to Convirza?

6) No scheduled routing capabilities

7) No custom voice prompt/IVR greeting capabilities

8) No whisper capabilities

9) No email notification capabilities

10) No 3rd party integration capabilities

11) 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)

12) Tracking numbers (forwarding numbers) that get displayed on your site are only temporarily yours

13) Tracking numbers are much more likely to receive trash calls because the numbers are shared between multiple advertisers

14) Does not work properly for tracking multiple websites with one AdWords account

15) No webhook trigger capabilities

16) Does not track/determine what actually happened on phone calls

Convirza offers all of the above capabilities that the AdWords call tracking does not offer.

What Else Can I Get with Convirza?

Here are some additional details regarding what we do offer:

- Convirza can track all sources of traffic or user-defined specific sources of traffic (i.e. BingAds, Organic, Email, Facebook, LinkedIn, Affiliate, Display network, etc.)

- Convirza has integrations with various 3rd party platforms such as Acquisio and DoubleClick (Kenshoo and Marin coming soon)

- Convirza offers flexible IVR routing capabilities

- Convirza offers flexible 3rd party integration tools such as webhooks and a REST based API

- Convirza offers Conversation Analytics (CA), which is a one of a kind, market leading insight product that tells you not only that you received a call but tells you exactly what happened on every phone call

Call tracking is good. Convirza is better.
Bid Management Integration: Taking Your Spend to the Next Level

Optimizing your AdWords campaigns with call data is incredibly powerful.

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.

When you combine the benefits of advanced call tracking with a bid management solution you can practically set your campaigns to generate revenue on autopilot.

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.

Marketers no longer need to judge their campaigns based on quantity of calls.

Tie Keywords To Actual Call Outcomes

Actionable, Clickable Call Details Reports

Combine PPC and Call Data in Bid Rules
This is the data you need to optimize your AdWords performance.

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

**Enterprise-Class Optimization for the Phone**

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

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

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

Don't just collect call data. Put it into action.

Use call data from Convirza when setting AdWords rules in your Bid Management System to optimize your AdWords spend -- automatically.