
How to Get the Most from **Call-Only Campaigns**

Follow these steps to maximize the performance of your **Call-Only campaigns** on **Google Adwords**.



Google's AdWords online campaign program is the most popular online advertising platform for business large and small. In early 2015, Google signaled the resurgence of **Pay Per Call** advertising by launching a new **call-only ad option** for users. You can get the most out of call-only campaigns by following these simple tips.

Call Length

One of the most important factors in any Pay Per Call campaign is the value of call length. What constitutes a valuable phone call is different from one industry to the next. For example, if you're a small insurance firm, it's difficult to sell a new policy in just 60 seconds. However, an auto repair shop could achieve its goal of setting appointments for service in just one minute.

When you're setting up a new call-only ad, select the "Phone Call Conversions" tab, then select the "Calls from ads using call extensions" options. This allows you to alter the length of a call for conversion purposes. AdWords starts with 60 seconds by default. Keep in mind, you may want to add time to your estimated conversion time on a valuable call to cover customers sitting on hold, transferring, and navigating through your automated response system (if applicable).



Optimize Your Ads

Next, you need to optimize your campaign for greater effect. You can start by scheduling the run time for your call-only ads. Consider day-parting your campaigns to ensure that your business is actually open when your potential customer is calling. Additionally, be cognizant of geography. If the brand advertising has multiple locations across the country, route calls appropriately based on the callers location.

It's also important to understand the relationship between call-only ads and mobile preferred ads. The two don't directly compete against one another for space, but at times they will appear in the same ad space. You may need to bid higher on your call-only ads in order to get them to appear if your mobile preferred ads have a greater historic data collection. To further differentiate between your call-only and mobile preferred ads, consider adding phone-call centric modifiers to your targeted keywords. These will help improve the click-to-call rates on your call-only ads and help downplay the competition between your two ad types.



Reporting Modifiers

Last but not least, Google AdWords isn't setup by default to display data from call-only ads and Google call extensions. If you look under "Custom Columns" and "Dimensions" you'll find the information you need. Under the former you can add columns to your reports that provide data such as phone impressions, calls, and more. Using the latter you can select "Call details" and learn about the average call length, area codes, and connectivity of each call (answered or missed).

With the ramp up of mobile search, click to call marketing is just getting started. Take the time to familiarize yourself with the ins and outs of call only campaigns to make them work for you. It's just a matter of time until you reap the benefits of marketing to engaged users that are actively searching for a product or service.



“We are Pay Per Call”



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