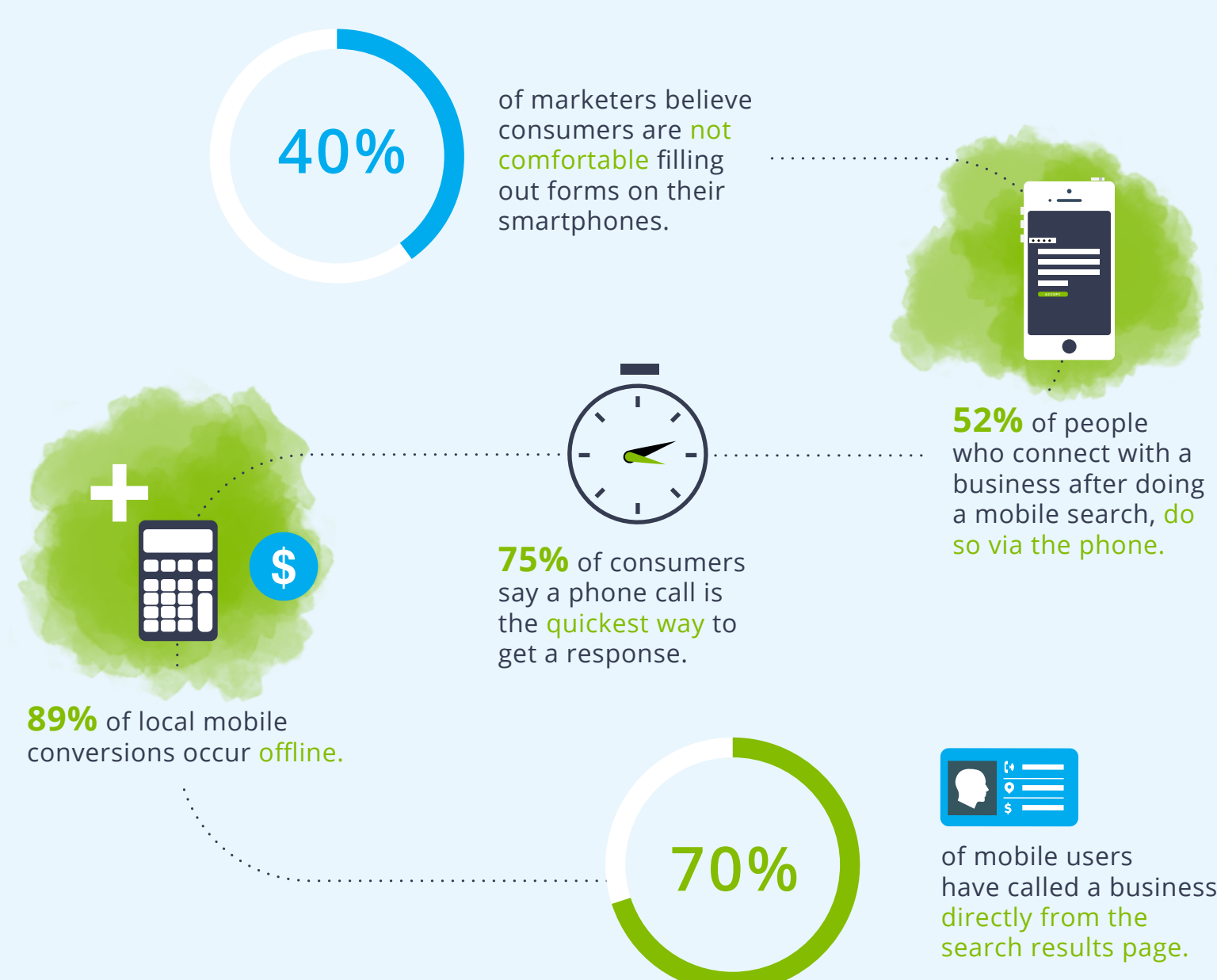


Crossing the PPC Chasm

From Forms to Phone Calls

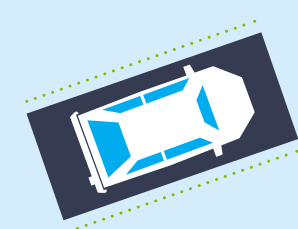
Did you know businesses receive nearly 34 billion inbound calls each year from mobile search alone? This number is expected to surpass 70 billion by 2018. That's right: Believe it or not, people are using their phones to make calls. Yet, most search marketers continue to invest their PPC budgets to drive online conversions and form-fills. Here's why you can't afford to make that mistake.

People Want to Talk



Inbound Calls Mean Sales

For marketers working in industries where high-consideration purchases are common, the rise of mobile search has dramatically boosted inbound call volume.



Calls to **insurance** companies have increased **111% YoY**.



Calls to **financial** services companies have increased **70% YoY**.

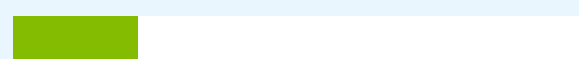


Calls to **home services** companies have increased **91% YoY**.

Calling All Marketers



57% of marketers say their sales teams **prefer receiving inbound calls to Web leads**.



But only **22%** use **call extensions** in their **PPC ads**.



Today, calls are part of the paid search experience. It's time to cross the PPC chasm and start focusing on these valuable conversions. Call intelligence is your bridge to more calls, conversions, and customers.

Learn more in our new eBook.

Sources: comScore, BIA/Kelsey, Google, Kenshoo, Luma Partners, NewVoiceMedia

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The power of talk