
Glossary of **Click-to-Call Terms**

Definitions and descriptions of the terms used
in the **Click-to-Call industry**.



Abandoned Call - A call that is ended before any conversation is able to occur. Most inbound calls are abandoned when the caller becomes frustrated with the hold time.

ANI (Automatic Number Identification) - A service that provides the receiver of a phone call with the number of the calling phone number. An ANI is often used to determine the source of a call.

Call Analytics - A system for analyzing a set of call data or statistics. Call analytics is often used to determine how to best route, filter or manage phone calls.

Call Broadcast - A promotion method used to make outbound calls to several leads, usually from leads collected on a landing page. In click-to-call marketing this is used to help monetize users that don't want to call at the time of their search.

Call Duration - The length of a given call. Call duration is commonly used to determine the quality of a call lead.

Call Extension - An ad extension used by Google Adwords for generating calls via clicks from search results. Call extensions are a popular way for click-to-call marketers to generate leads.

Call Marketplace - A network where advertisers and publishers can buy and sell phone calls. A call marketplace allows advertisers to purchase phone calls in a specified vertical and allows publishers to sell calls they generate from online media placements.

Call Prompt - A pop-up screen generated on a mobile phone when a user clicks on a click-to-call link. The call prompt will ask the user to call or cancel, before making the phone call.



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Call Recording - The recording of any phone call for the purpose of improving quality and service. Each US state has different laws and regulations about how to manage call recording. Explicitly stating that the call will be recorded meets most state regulations.

Call Routing - The specific path that a call takes within an IVR or call treatment. A call should be routed to the correct call center or call buyer in order to ensure it is answered and has an opportunity to be monetized.

Call Tracking - The tracking of time, location, caller ID, duration and any other pertinent information within a call. There are many call tracking services to help marketers improve their campaign performance and track the effectiveness of the calls they generate.

Call Treatment - A call treatment determines how a call will be received, where it is sent and how it is handled. Call treatments take into account many factors to determine how a call is routed, such as location, time of day, duration, caller ID, etc.

Call-Only - Google Adwords uses the term Call-Only to describe their click-to-call mobile search ads program. Call-Only campaigns are not truly Call-Only as the advertiser will still pay per click, but the goal of a Call-Only campaign is to generate a call from a click.

Click-to-Call - A form of communication that allows a person to click on a banner, text or image to connect immediately to a phone call. Click-to-call functionality is commonly used on mobile phones.

Customer Service Call - Any inbound call where the purpose of the call is customer service related. For example, existing customers looking for tech, help, or billing support. These calls are commonly routed to a different call center or location within an IVR for click-to-call generated calls.





Dialer - A device or piece of software used to call phone numbers automatically.

DID (Direct Inward Dial) - Within click-to-call a DID is commonly used to describe a phone number. DID is a service that provides a block of telephone numbers for calling a company's private branch exchange (PBX) system.

Do Not Call List - A list of numbers from consumers that have elected to not receive outbound telemarketing calls. The do not call list is not an issue when generating inbound calls.

Dynamic Number Insertion - A process utilized by marketers to track the effectiveness of online marketing campaigns. A number is dynamically inserted on to the page in order to track a defined set of variables related to the media, placement and source. Dynamic number insertion is commonly used to track keywords, banner ads, landing pages, referring sites, etc.

EPC (Earnings Per Call) - The average amount earned for each call generated.

Forwarding Number - Any phone number used for the purpose of forwarding to another phone number. Forwarding numbers are typically used to track phone calls.

Inbound Call - Any call initiated by a customer to a call center or agent.

In-Browser Call - A call generated from a webpage that bypasses a mobile phone's call prompt.



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IVR (Interactive Voice Response) - An automated response system that allows callers to select options by keypress to determine where the call should be routed. Typically an IVR will use text to speech or voice recorded messages.

Live IVR - An IVR that is managed by a live agent who will redirect the call based on a set of questions and responses.

Mobile Search - A form of search marketing focused on mobile traffic.

Outbound Call - A call initiated from an agent within a call center to a customer.

Pay Per Call - An advertising method where a bounty is paid by the advertiser to a publisher for calls generated.

Pay Per Call Network - A network of buyers and sellers of phone calls.

Robo Call - An automated phone call that generates a recorded message. Robo calls are most commonly used by political parties or telemarketing companies.

TCPA - Regulation restricting phone calls and the use of automated equipment, such as dialers, recorded messages, SMS text messages and fax machines.

TFN (Toll Free Number) - Phone numbers that begin with 800, 888, 877, 866, 855, and 844. Toll free numbers allow callers to complete a call without being charged.

Tracking Number - The dedicated phone number used for marketing purposes.



“We are Pay Per Call”



1.888.656.3726
contact@ringpartner.com
www.RingPartner.com