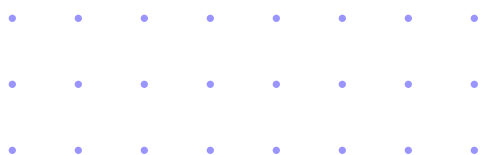


11 Paid Search Tactics that Drive Quality Inbound Calls

Quick Wins and Best Practices for Search Marketers

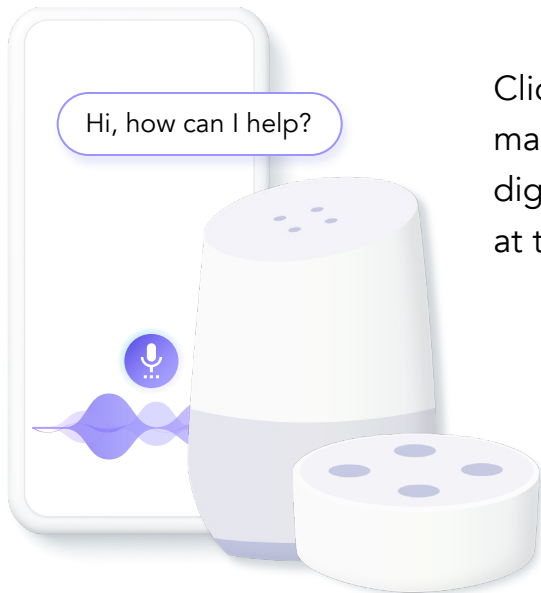
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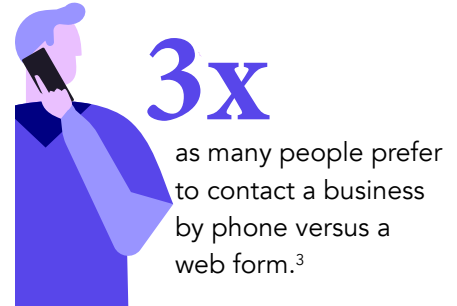
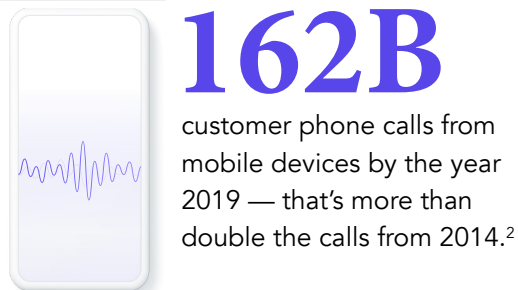


AI and Mobile are Driving Conversations

Artificial intelligence-powered chatbots, rapid advancement in voice search, and the continued march of mobile would seemingly conspire to further fuel customer self-service. Despite the digital help and a do-it-yourself attitude, consumers continue to call businesses in record numbers.



Click-to-call and direct dialing from voice assistants is making it easier than ever for consumers to turn their digital transaction into a conversation. Here's a look at the numbers:



Calls aren't just for the convenience of customers, either. Our data shows that calls convert at 10x the rate of clicks, and businesses have taken notice. But advances in AI, new pay-per-click tech, and changing consumer habits means you must again reimagine your paid search tactics.

Our data shows that calls convert at 10x the rate of clicks, and businesses have taken notice.

Paid Search Trends You Can't Ignore



PPC is an ever-changing beast where trends come and go and technology constantly advances, making it tough for marketers to keep up. To help you stay abreast of the latest in PPC, here are **5 key PPC trends** you can't ignore in the coming years.

Cassie Oumedian, Associate Director of Services, Hanapin Marketing



Audience Targeting

Audience targeting has been Facebook's bread and butter for some time. However, other channels like Google, [LinkedIn](#), and [Bing](#) have also made audience and persona targeting a focus over the past year with features like "in-market" audiences.



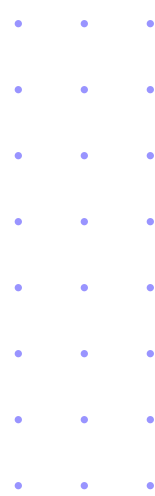
Artificial Intelligence

AI is here to stay. One of the most interesting areas AI impacts PPC is when it comes to creative. With features like [Dynamic Search Ads](#) and [Responsive ads](#), the days of A/B testing in Google are dead. Focusing on how to work with AI to create better messaging to align with the customer intent will be key.



Video

Video is another area that will be a big focus in 2018 and beyond. Google is making more features available in YouTube like Maximize Brand Lift and Similar Audience targeting that will allow advertisers to focus more on conversions and in-store sales. LinkedIn is also making a big push for video as well. Call analytics data can now be used for precise suppression, targeting, or creating lookalike audiences on YouTube.



 **Amazon**

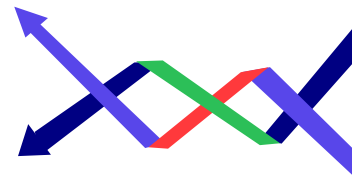
Google vs. Amazon — game on. These two powerhouses will continue to battle on the ecommerce PPC front as Amazon continues to invest in its Sponsored Product Ads and display efforts. Ecommerce PPC advertisers will need to decide how to deal with Amazon. We've seen some significant [success](#) for our PPC ecommerce clients on Amazon. If you can't beat 'em, join 'em! As long as it makes sense for your business, of course.

 **Landing Page Optimizations**

As AI continues to take over more control of areas like bidding and ad creative to help with more efficient CPCs, the one area that we still have control and can make an impact is [landing page optimizations](#). Making sure to have a good pre-click and post-click experience is key to having the most success.



1. Utilize AI for CPC Bidding



Pro Tip:

Setting bids in Google Ads is a time-consuming task that is often fraught with guesswork. Handing over the bidding reins to Google's AI could be a bit unnerving for marketers that are used to doing it manually, but it will save you massive amounts of time and will likely improve performance, too. Google's Smart Bidding takes into account factors you might not even think of, and can crunch more data than any one marketer can. The key benefits to using Smart Bidding are:

Jeff Baum, Director of Services, Hanapin Marketing

1. Advanced machine learning

In bidding, machine learning algorithms train on data at a vast scale to help you make more accurate predictions across your account about how different bid amounts might impact conversions or conversion value.

2. Wide range of contextual signals

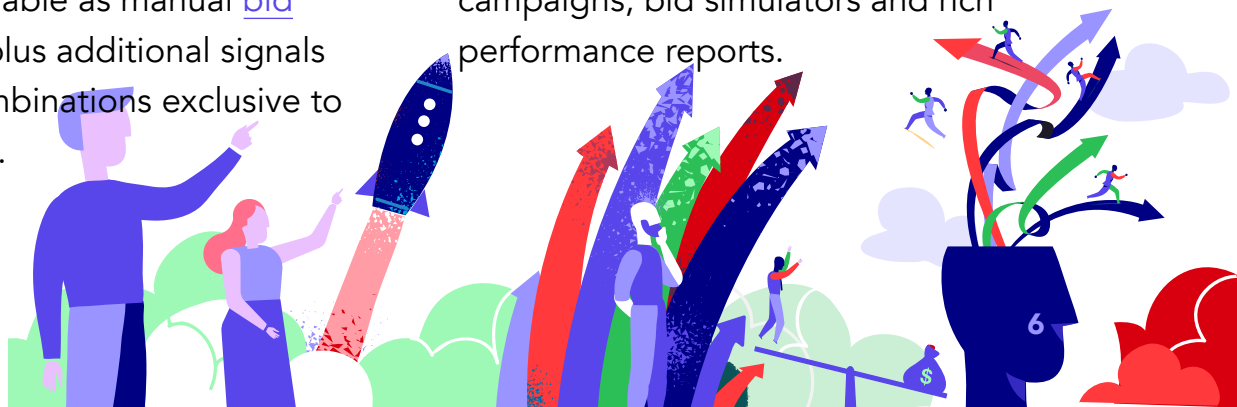
With auction-time bidding, you can factor in a wide range of signals into your bid optimizations. Signals are identifiable attributes about a person or their context at the time of a particular auction. This includes attributes like device and location, which are available as manual [bid adjustments](#), plus additional signals and signal combinations exclusive to Smart Bidding.

3. Flexible performance controls

Smart Bidding allows you to set performance targets and customize settings to your unique business goals. You can optimize Search bids to your selected [attribution model](#), including data-driven attribution.

4. Transparent performance reporting

Smart Bidding offers reporting tools that give you deeper insight into your bidding performance and help you quickly troubleshoot any issues including detailed [bid strategy statuses](#), [campaign drafts and experiments](#) for Search and Display campaigns, bid simulators and rich performance reports.

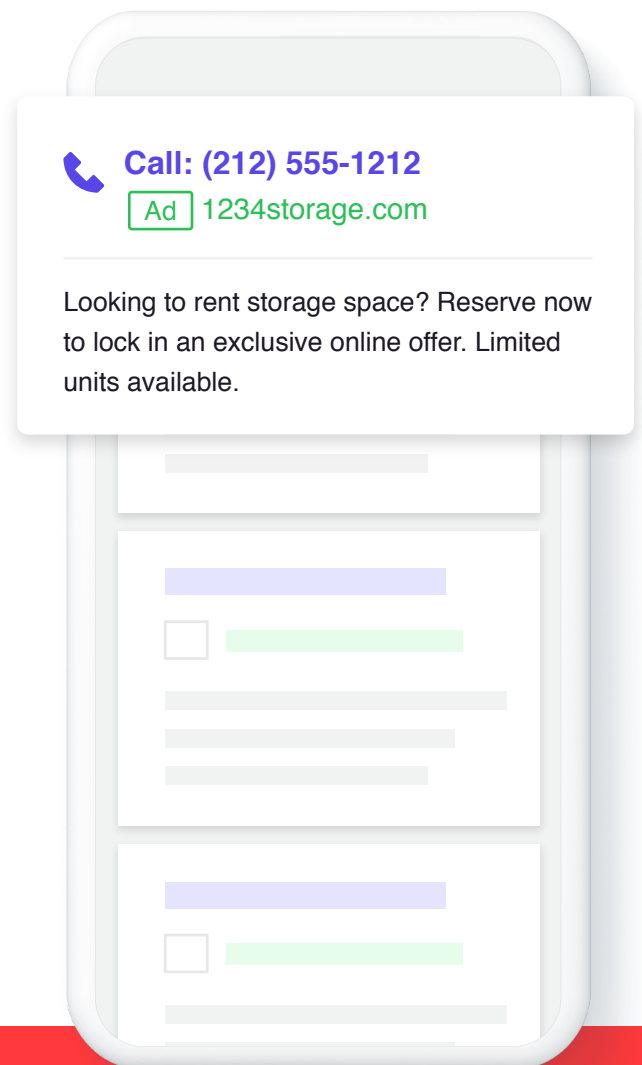




2. Use Call Extensions & Call-Only Ads

- Place extra emphasis on low-funnel, high-intent ad groups by utilizing call extension bid modifiers. Bid Adjustments can range from -90 percent to 900 percent, so there is a lot you can do to ensure your phone number is prominent in search results.
- Create mobile-preferred ads that use call extensions for the keywords you've identified as likely to drive phone calls.
- When creating a call-only campaign, remember there's no landing page — the only action a person can take is to make a phone call.
- Don't use these ads in situations where someone is likely to want more information before contacting your business directly. Call-only ads work best when there is a sense of urgency.

Call-only ads work best when there is a sense of urgency.



Pro Tip:

The sound of a phone ringing is money-making music to your ears. But make sure you have very specific ad schedules in place for call extensions and call-only ads. Not having someone there to answer the phone is infuriating to the consumer. Added bonus: with a tight ad schedule, you can afford to push your max CPCs so you are getting the most bang for your buck.

Mike Matta, Account Manager, Hanapin Marketing

3. Consider Non-Google PPC Networks

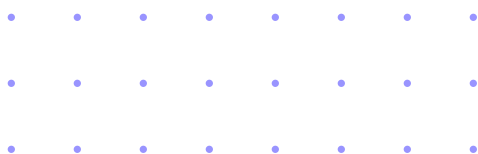


Pro Tip:

Google Ads has been the main PPC network for over a decade, but as PPC changes, it is not the only platform you should be using. Depending on the business, you may be missing out on an opportunity that actually can perform better for your business type and may be focused more on your ideal audience.

Michael Knight, Senior Account Manager, Hanapin Marketing

- PPC networks like Facebook, Instagram, and Bing may offer less expensive keyword bids or other targeting options that work better for your business.
- Use retargeting networks like AdRoll to remarket to users that have previously visited your site.
- There are networks tailored to specific niche customers, like RevContent, which focuses on content advertising.
- LinkedIn is great for targeting specific business verticals and people with specific job titles.



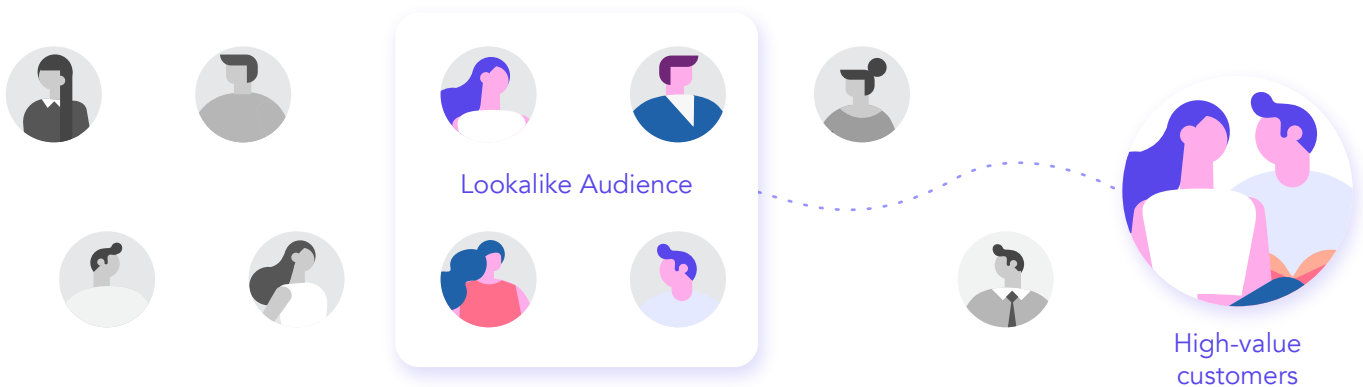
4. Expand your Reach with Lookalike Audiences



Pro Tip:

Building lookalike audiences can help you reach customers similar to your most high-value clients that have never connected with your brand before. This allows you to expand your reach using an established source audience such as people who have viewed one of your videos or called your business.

Owen B. Ray, Sr. Content Marketing Manager, Invoca



- The focus is usually on Facebook when it comes to lookalike audiences, but Google Ads “Similar Audiences” offers the same advantages and is often overlooked by marketers. The feature is now available for YouTube, too.
- With Invoca, you can leverage Signal AI to determine how many “quality” calls resulted from your campaign (where you specify your unique definition of “quality”) as well as actual revenue driven.
- Then, using this conversion information, you can create custom or lookalike audiences in Google Ads, on YouTube, or Facebook to find new audiences based on the customers who converted and resulted in the most revenue.
- With Invoca call data, audiences can be built using the most accurate information since it includes offline data and revenue data from phone calls, which most digital tools are completely blind to.

5. Put Click-to-Call Buttons on Mobile Landing Pages

- Don't hide your phone number - **make it big and bold.**
- Try including it in the header of your page and near your form.
- A/B test button locations and page layouts.
- Always use click to call buttons for mobile audiences.



Pro Tip:

Click-to-call buttons will increase conversions from people who need personal assistance, or would rather not fill out a form on a small touchscreen. If your customers frequently call, you need click-to-call buttons.

Julia Stead, VP Marketing, Invoca

6. Track Calls Made from Ads and Landing Pages

- Use call extensions or call-only ads with dynamic tracking phone numbers in your ads.
- Use the Google Ads website call conversion feature or a call tracking & analytics platform like Invoca to populate your website with dynamic tracking phone numbers.
- The more information you can track, the better. At a minimum, make sure to capture the keyword, campaign/ad group, and landing page that led to a phone call. With Invoca, you can also capture demographic details, previous engagement history, and the call outcome.
- Integrate this data with Google Ads so you can view call conversions alongside click conversions in Google Ads.

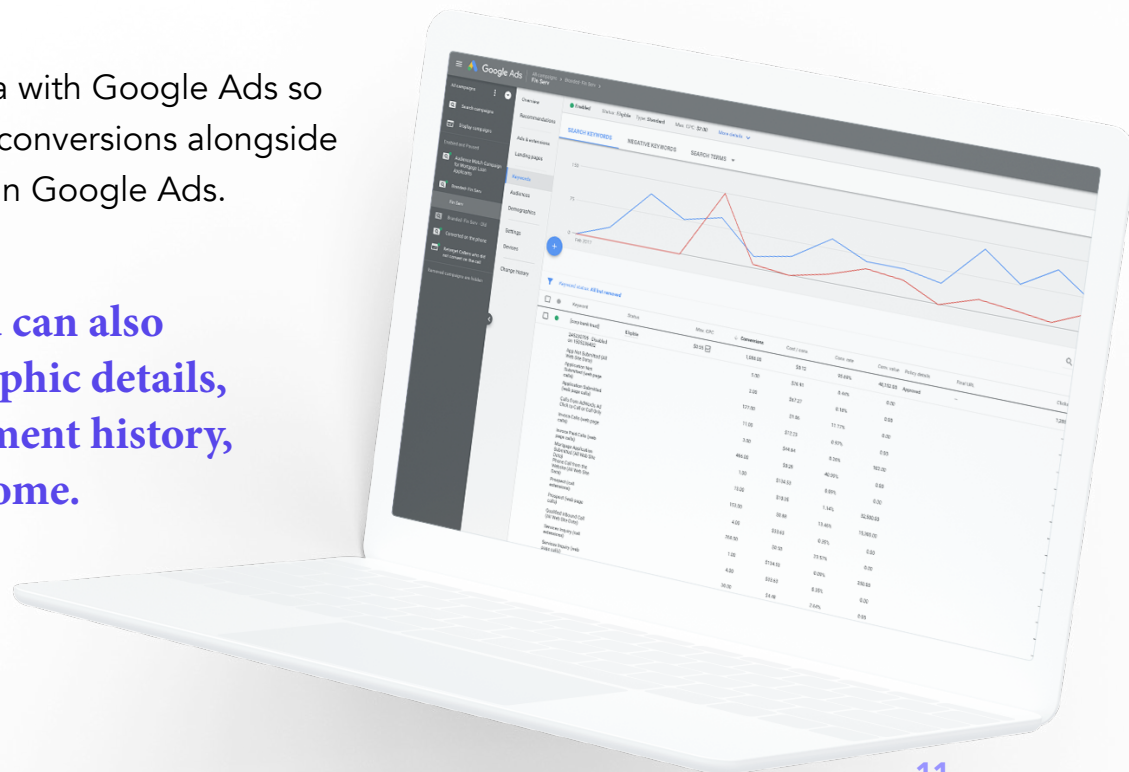
With Invoca, you can also capture demographic details, previous engagement history, and the call outcome.



Pro Tip:

Making powerful optimizations that drive results all comes down to data. By using Google Ads with a call tracking & analytics solution like Invoca, you can track all calls that result from your paid search efforts, including calls made directly from an ad or landing page.

Maria Bruno, Senior Product Marketing Manager, Invoca



7. Optimize Campaigns to Drive More High-Quality Calls

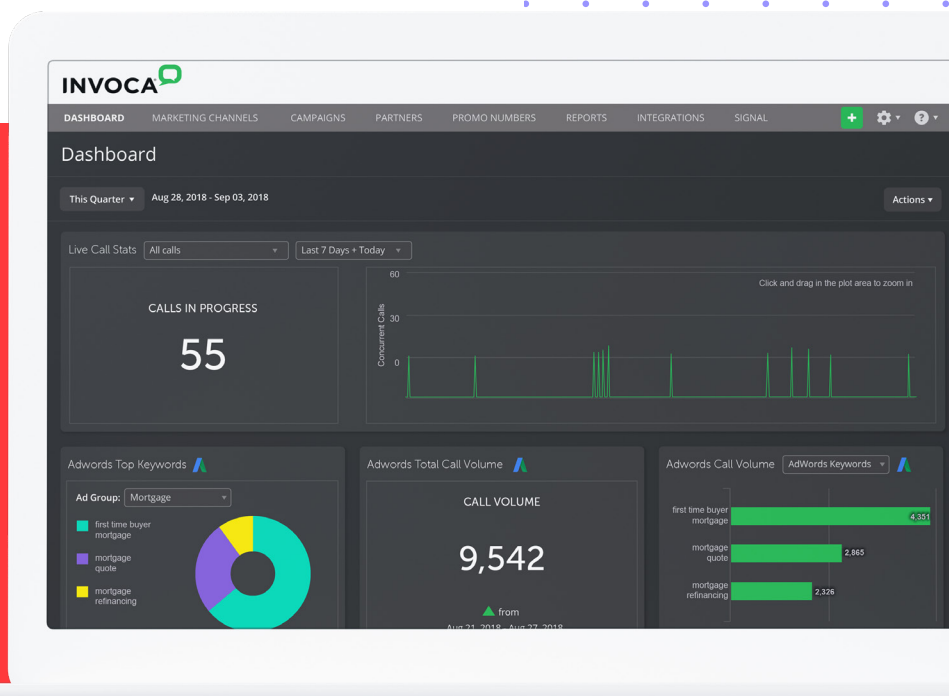
- Dig into reports and look at the top keywords driving phone calls.
- Split your campaigns up by device to reduce your mobile bids and drive more traffic at lower CPC. Isolating your mobile users can improve call volume since they prefer to call over 50% of the time.
- Optimize your bids to ensure keywords generating the most quality calls will get top ad position.
- Instead of just counting calls, try using qualifiers like call duration to see which keywords generate high-quality call traffic.
- Test creating Call-Only campaigns for keywords proven to drive high quality calls.
- Double check your campaigns are sending customers to landing pages where the phone number is prominent and clickable.



Pro Tip:

Keep in mind that keywords which drive high-quality calls may be distinctly different than those that, say, help customers find locations or store hours.

Stephanie White, Senior Account Manager, Hanapin Marketing



8. Design Ads that Drive Calls



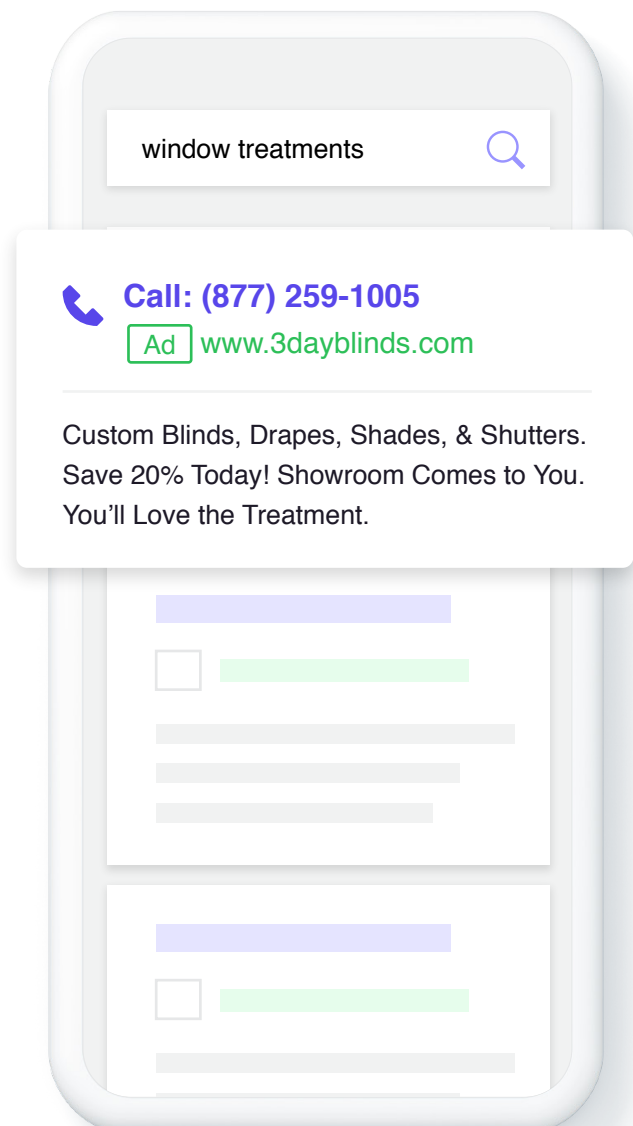
Pro Tip:

Call ads are about getting the person connected to you fast. Without a headline, make sure you are getting your message across with some punch. No need for fluffy filler.

Lauren Rosner, Senior Project Manager, Hanapin Marketing

- If you offer free estimates, for example, your ad should reflect that: “For a free estimate, call now.”
- If someone is willing to call, chances are they want to talk to a live person. Let them know someone is waiting to talk to them on the other end of the line.

If someone is willing to call, chances are they want to talk to a live person.



9. Set Bid Modifiers for Peak Call Times

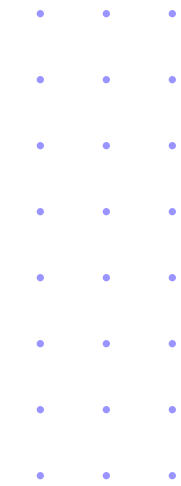
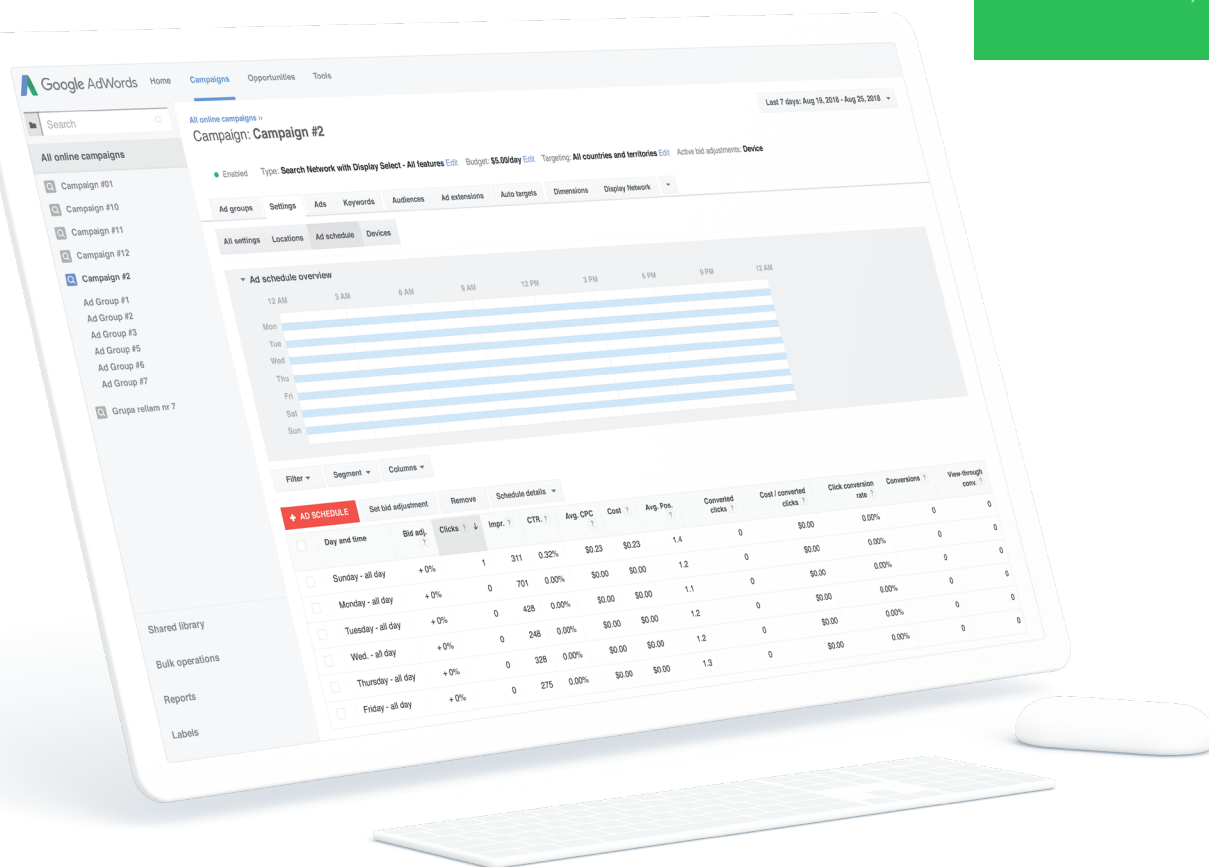


- Analyze [call data in Google Ads](#), Google Analytics, or a third-party tool to spot peak days and times for phone calls.
- Confirm that these are quality calls from prospects. This can be done by looking at call duration or by using Invoca to get deep conversation analytics.
- Increase bid modifiers to make sure your call ads appear during those times.

Pro Tip:

Call volume for most businesses fluctuates throughout the day and night. People probably won't call for a mortgage quote at 11 p.m. on Saturday, but they will light up the phones at 9 a.m. on Monday. If you're not increasing bids during peak hours, you could be missing out on calls and if you're bidding during off hours, you could be sending valuable leads to voicemail.

Julia Stead, VP Marketing, Invoca



10. Target Locations That Drive Calls

- Use call analytics data to identify regions with high call volumes.
- Identify areas that are geographically relevant to your business.
- In Google Ads, set the location you want to target. You can then modify your bids to make sure your call-based ads appear in those regions.



Pro Tip:

If your business only serves customers in Kansas, you don't want to pay to drive calls from California. Additionally, you can identify areas that you are getting a lot of high-quality calls and conversions from and focus targeting on them.

Maria Bruno, Senior Product Marketing Manager, Invoca

11. Use AI to Analyze Phone Conversations

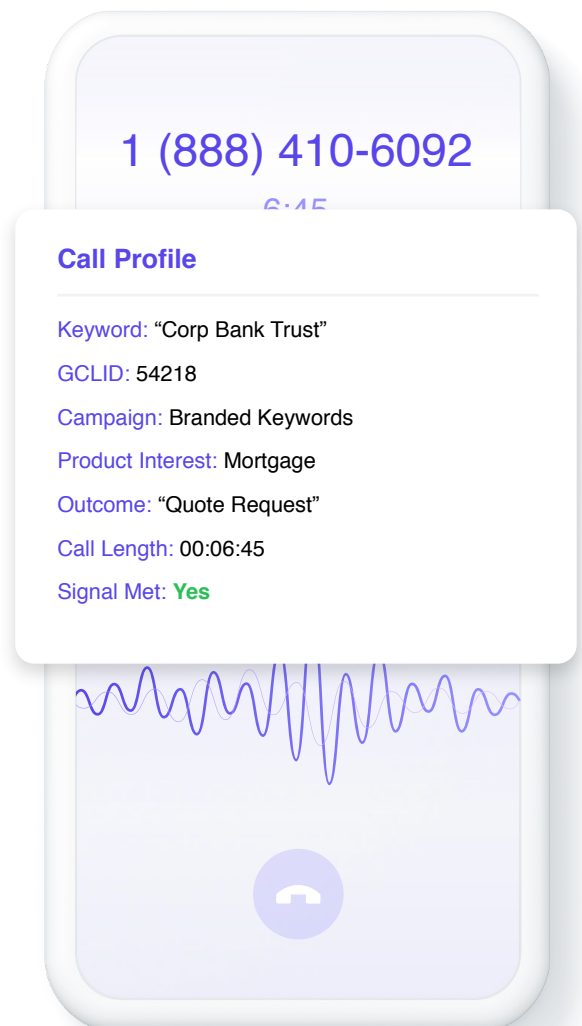
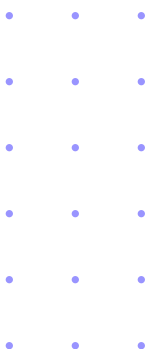


Pro Tip:

Phone conversations provide a wealth of insight about your customers, their needs and preferences. Tools like Invoca provide call recordings in addition to powerful conversation analytics so you can easily spot areas for improvement and find new opportunities for growth.

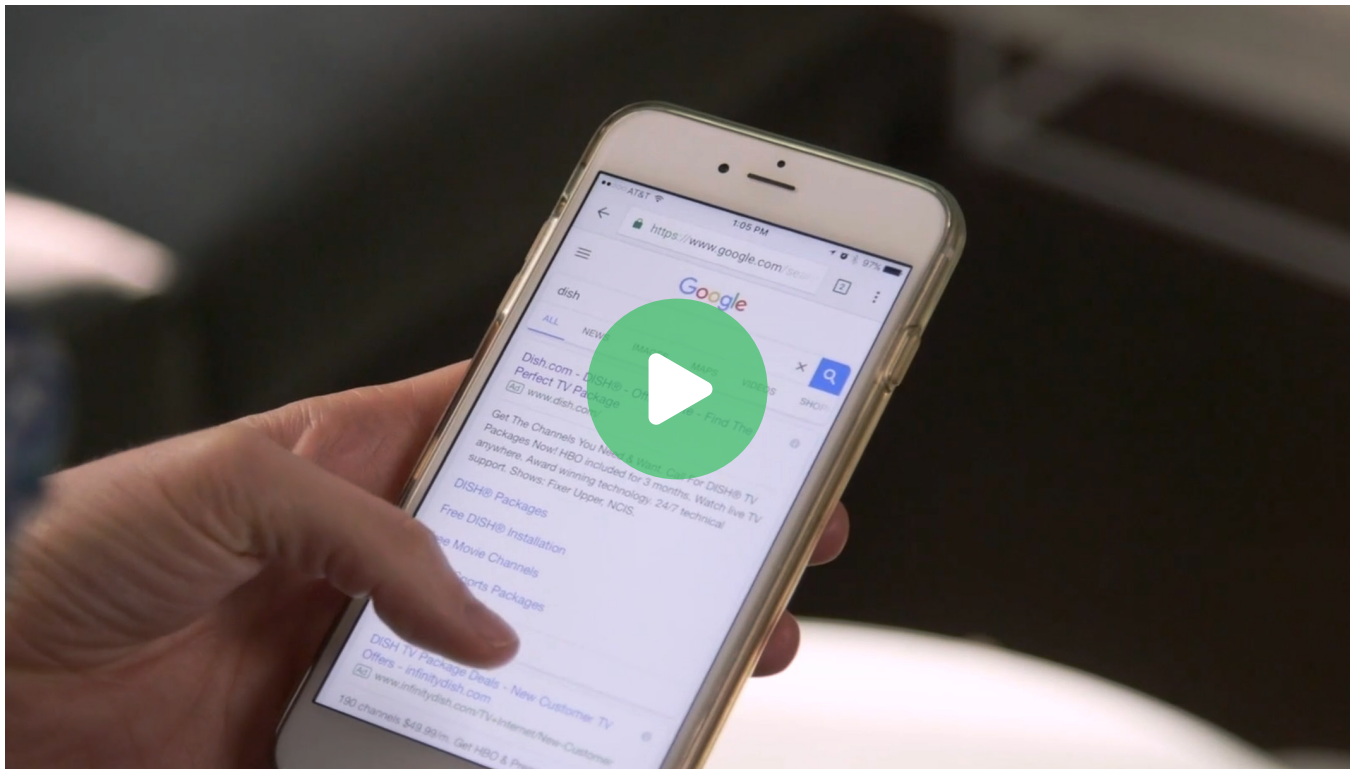
Julia Stead, VP Marketing, Invoca

- Listen to phone calls to find new keyword opportunities.
- Use conversation insights to optimize your ads and landing page copy so they reflect the language of your audience.
- Use conversation analytics to track the outcome of your calls so you can identify the keywords driving your high-quality calls.
- Retarget people based on the call outcome by syncing call data with your retargeting campaigns and RLSAs (retargeting lists for search ads). This way you can retarget unconverted callers with a special offer or converted callers with an upsell offer.



Businesses that use Invoca Call Tracking & Analytics Get Results

Better call tracking and analytics data means better results.
Here is what Invoca customers are seeing.





Now that you've brushed up on PPC tactics, you can pump up the paid search machine and start driving more calls!

Since calls convert at over 10x the rate of clicks, it's well worth the effort. To make sure you can accurately attribute calls to your digital efforts, optimize your campaigns and maximize your ROI, you'll need the right call tracking platform.

To see how Invoca can help you drive more calls from paid search, schedule a demo today.

SCHEDULE A DEMO

About Invoca

Invoca is an AI-powered call tracking and analytics platform that helps marketers get campaign attribution and actionable data from inbound phone calls. Invoca delivers real-time call analytics to help marketers take informed actions based on data generated before and during a phone conversation. As a result, marketers can dramatically improve ROI by driving more revenue-generating calls, increasing conversion rates, personalizing the customer journey, and running more efficient campaigns. With Fortune 500 customers in telecommunications, financial services, insurance, healthcare, and home services, Invoca's platform integrates with Google Marketing Platform, Facebook, Adobe Experience Cloud, and Salesforce Sales and Marketing Clouds. Invoca has raised over \$60M from Accel Partners, Upfront Ventures, Morgan Stanley Alternative Investment Partners, Salesforce Ventures, and Rincon Venture Partners. For more information, visit www.invoca.com.

About Hanapin Marketing

Founded in 2004, Hanapin Marketing is an award-winning digital marketing company that focuses on pay-per-click advertising. Awards include being named as one of Best Workplaces of 2017 by Inc. Magazine, recognized as one of the Best Places to Work in Media and Advertising by Ad Age in 2016 and 2017, and recognized as one of the Top Ten Best Places to Work in Indiana in 2016 and 2017, as well as earning the #1 ranking in 2018. We've also been an Inc 5000 company for 4 consecutive years. Hanapin manages U.S. and global paid search, paid social and performance display – collectively called “PPC” – campaigns for brands. We are the agency of experts that produces the international conference series Hero Conf, and industry-leading blog PPC Hero. For more information, visit www.hanapinmarketing.com

Sources:

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2. BIA / Kelsey
3. Invoca, The State of the Mobile Experience