



Leading in Local

Phone Calls:

The New Ad Currency of the Smartphone Era

May 2014



Contents

Executive Summary.....	1
The Age of Smartphones	3
Call to Action.....	6
Drilling Down on Mobile Calls	8
Quantifying the Opportunity: BIA/Kelsey Data	10
Advertiser Interest Aligns	12
A \$65 Billion Market.....	14
Call Monetization: The Main Course.....	16
Pay per Call	16
Google Blazes a Path	19
Call Tracking and Analytics	20
Attribution	21
Call Routing: Helping SMBs Manage.....	24
Customer Service.....	24
Opportunity Cost.....	25
Call Fraud: The New Click Fraud	26
Who Owns Call Monetization? The Organizational View.....	28
Final Thoughts: The Human Connector.....	30
About the Author.....	31

Figures

Figure 1: BIA/Kelsey Projection: U.S. Smartphone Penetration	3
Figure 2: Proof Points, Part I	4
Figure 3: Proof Points, Part II.....	5
Figure 4: Offline to Online	6
Figure 5: Mobile Search Drives Calls.....	8
Figure 6: Mobile Search Drive Calls by Vertical	9
Figure 7: The Importance of Calls	9
Figure 8: Price Threshold for Calls.....	10
Figure 9: Call Volume to Businesses Explodes	11
Figure 10: Higher Conversions form Mobile Devices.....	11
Figure 11: Quality Assessment of Select Lead Sources	12
Figure 12: Quality Assessment of Select Lead Sources: The Vertical Breakdown	13
Figure 13: Media Spend to Drive Telephone Leads	14
Figure 14: Pay-Per-Call Example.....	17
Figure 15: Calls to Action	18
Figure 16: The Impact of Call Extensions	20
Figure 17: Call Analytics Dashboard.....	22
Figure 18: Call Filtering.....	23
Figure 19: The Call Mix to Businesses	26
Figure 20: Growth in Call Fraud.....	27