

Pay-Per-Call Advertising

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Although Pay-Per-Call is a new avenue for search marketing, it is rather best-suited for small-to-medium sized businesses—especially local businesses. It also provides an opportunity to advertise online for local businesses without a web site. Experts agree that it is also a potential for industries like mortgage brokers, credit and debit management companies, and real estate brokers, as they perform best with high-touch online presence.

Quite recently AOL became the largest P-P-Call online service provider displaying Ingenio listings. Although some say that pay-per-call provides three-channel impact with organic and pay-per-click advertising if used simultaneously, the others are skeptical as to the results as online searchers look rather for quick, automated purchase.

At this point, AOL displays just a single pay-per-call ad per search result page, but this may change in the future if the program proves successful. AOL will also display both pay-per-call and sponsored links from the same advertisers under some conditions; no effort is currently being made to avoid duplication.

The fact of the matter is that Pay-Per-Call model is attracting more and more advertisers and generates and more marketers are including pay-per-call in their marketing mix.

Highly recommended read by Kevin Newcomb: “Agencies and Pay=Per-Call: A Perfect Match?” (ClickZ News)

<http://www.clickz.com/showPage.html?page=3586611>