

## NEW CUSTOMERS FOR ADVERTISERS



There is a new pay per call program, which is powered by RingRevenue and it truly makes the phone ring for many advertisers. Many of the talented and intelligent marketers are truly taking a liking to mobile advertising. And, they also tend to remember, smart phones are still phones. With that said, they are spending marketing money to ensure that the consumers will not only call but will also click on a performance basis. RingRevenue and MobileLeads.com have teamed up together during the last half of the year in 2011. After teaming up, they have managed to deliver some very high quality leads for advertisers. Their partnership has helped to generate over 100,000 new inbound calls to various advertisers. About 98 percent of those calls came from the mobile campaigns that RingRevenue and MobileLeads.com had worked on. Eric Flottmann, the Founder of MobileLeads.com, has said, "At MobileLeads.com, we are focused on performance. Our marketplace helps advertisers get the most out of their mobile initiatives by matching advertisers with affiliates who are experts at driving quality leads via the mobile web." He also says, "Our partnership with RingRevenue has given our advertisers one more way to monetize the mobile web through quality inbound calls that convert to customers." The way that the partnership works is that MobileLeads.com licenses the call performance marketing platform for RingRevenue. By doing so, they are able to power the pay per call program. This program lets advertisers pay for incoming phone leads and they pay a certain amount per lead that they receive. Some advertisers will pay on a per action basis as well. The campaign is easily set up and provides dashboard reporting and affiliate information. This provides the advertisers with the data they need in order to see how the mobile pay per call campaigns are actually working to help drive in new customers and support their business. Flottmann says, "Mobile call-based campaigns have been converting higher than 20 percent on average. It is easy to see why advertisers and affiliates are embracing mobile pay-per-call." He also says, "We have clients who are national brands in verticals such as insurance, financial services, home services, and education seeing tremendous success with the quality and volume of inbound calls they are receiving." Predictions have been made that over \$2.7 billion will be spent on various forms of mobile marketing during 2012. These predictions were made by Forrester Research. The CEO for RingRevenue, Jason Spievak, has said, "We expect to see even more advertisers turning their focus to performance-based mobile advertising in 2012, and calls are a huge part of that." He also says, "Placing a call is one of the most natural actions for consumers on their mobile devices."

<https://blog.granted.com/>