

THE PAID SEARCH PARADOX

Marketers ignore the conversion they value most: Inbound calls.



With the shift to mobile, phone calls have come on the paid search scene in a big way. Why?

1 Consumers want the option to call when searching on their smartphone.

2 Businesses want more inbound calls, because calls mean sales.

Marketers recognize this, but still give the least attention and resources to calls. Let's explore the disconnect.

Consumers are using their phones...as phones



75% of consumers say a phone call is the quickest way to get a response

70% of mobile searchers have used click to call to connect with a business from the search engine results page

52% of people who take action after conducting a mobile search do so via the phone

In fact...



calls will be driven from mobile search ads by 2018

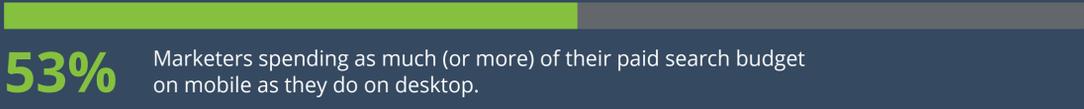
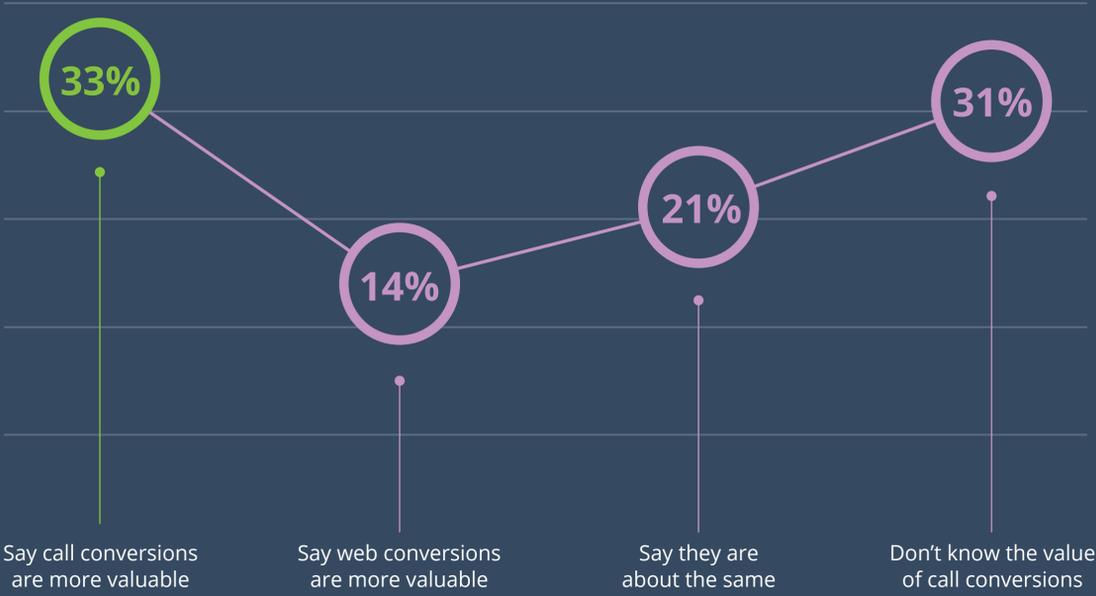


average click through rate increase when adding a phone number to mobile search ads



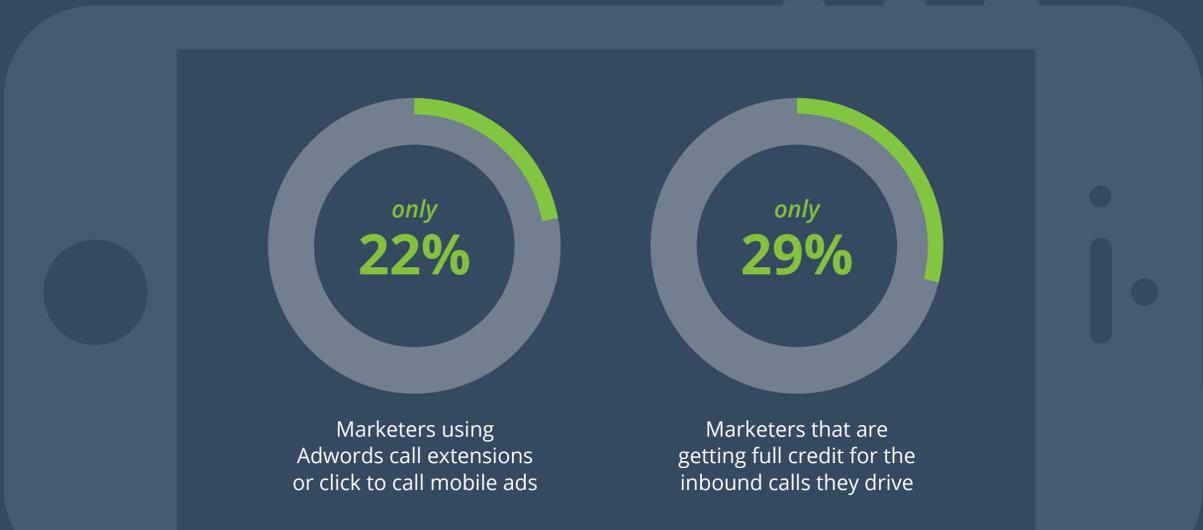
of mobile searchers say if a business does not have a phone number on their search results they are more likely to explore other brands

Marketers know calls are valuable



Yet, they aren't taking action

Without the right tools, marketers aren't getting credit for inbound calls, and don't know how to drive more.



It's time to get off the sidelines. Your best customers and highest value leads are calling.