

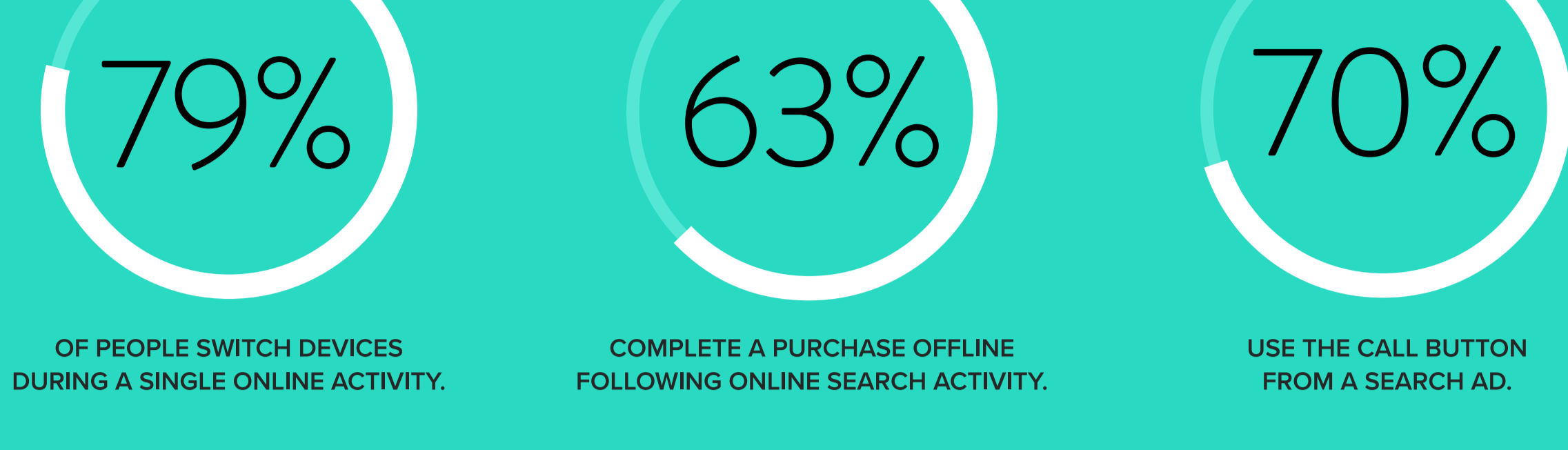


DIGITAL MARKETING DRIVES CALLS

To show exactly how phone calls fit in the new omnichannel journey, Invoca analyzed 58 million calls from 2015 that spanned more than 40 industries. We found that across industries, digital marketing is driving more calls to businesses than ever before.

01 We Live in an Omnichannel World

You can't do omnichannel without calls. People are seamlessly moving between channels, online and offline.



BY 2020
169 BILLION

MOBILE CALLS FROM CUSTOMERS TO BUSINESSES.



02 People Love to Call

People, even millennials, are calling businesses more than ever.

42%

OF PEOPLE PICK UP THE PHONE TO CALL A BUSINESS AT LEAST ONCE A WEEK

4:52

THE AVERAGE PHONE CALL TO A BUSINESS LASTS 4 MIN 52 SECONDS

PEOPLE WHO PREFER TO FILL OUT AN ONLINE FORM.

24%

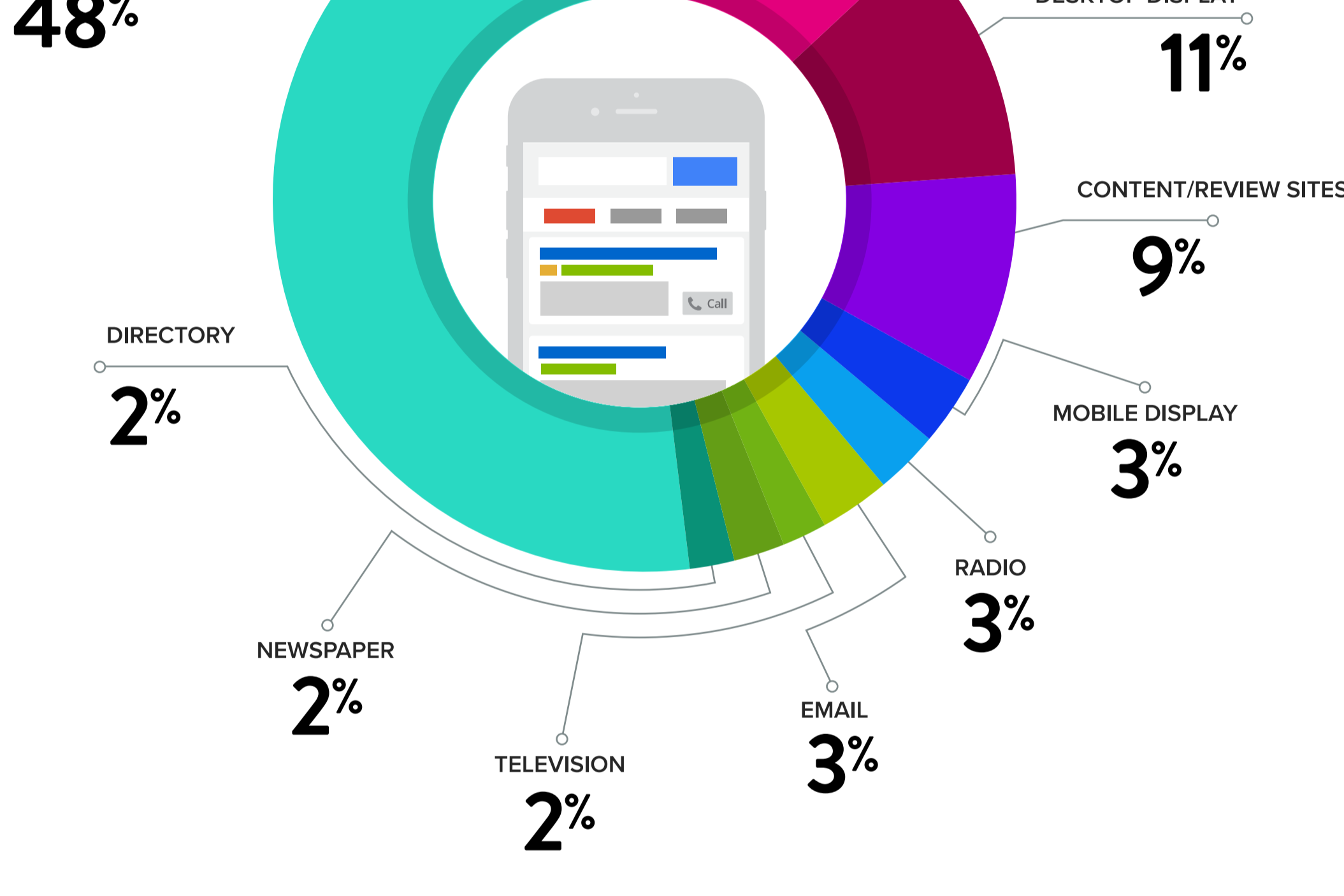
PEOPLE WHO PREFER TO CONTACT A BUSINESS BY PHONE.

65%

03 Mobile Search Drives Calls

Now that mobile search has overtaken desktop search, more people are calling from search.

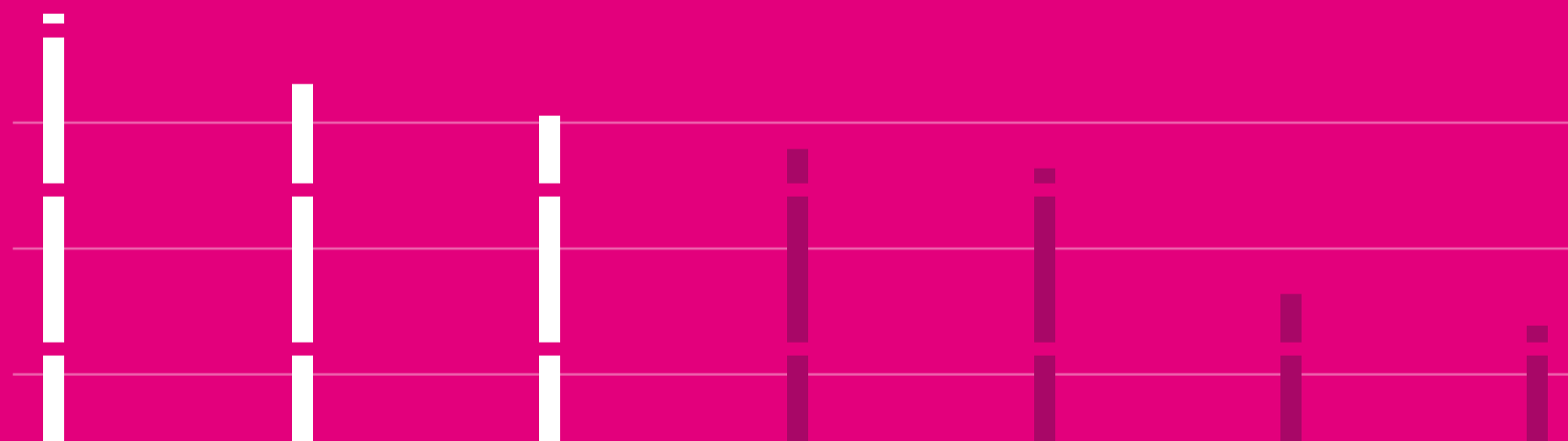
MOBILE SEARCH IS THE #1 CALL DRIVER



04 Calling Habits

Marketers are looking to phone calls for customer insights, capturing the Who, When, Where and Why for each phone call.

MONDAYS RECEIVE THE MOST PHONE CALLS IN A WEEK

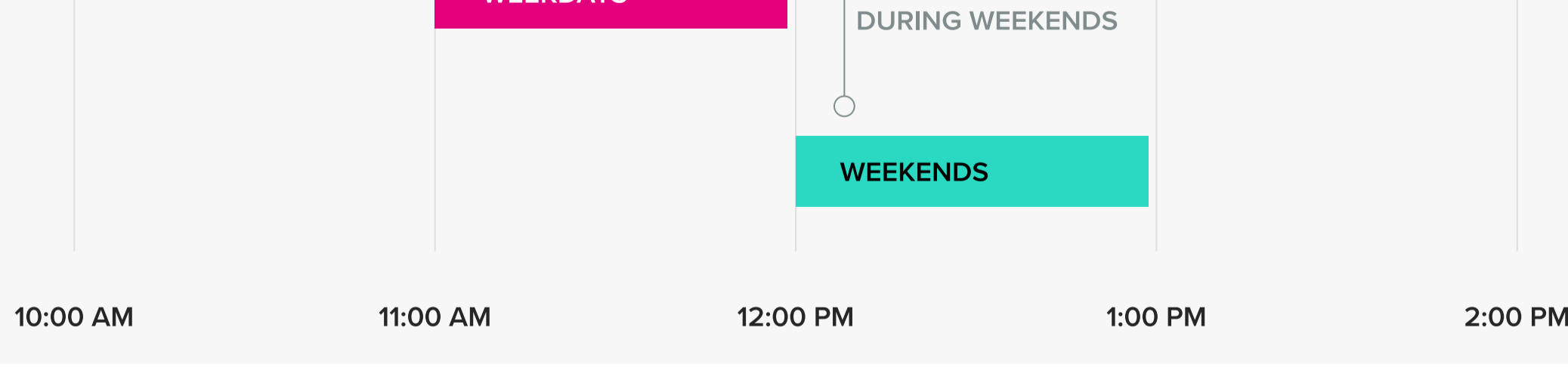


55%

OF CALLS TO BUSINESSES HAPPEN MONDAY THROUGH WEDNESDAY.

CONSUMERS MAKE THE MOST CALLS FROM 11:00AM TO 11:59AM DURING WEEKDAYS

CONSUMERS MAKE THE MOST CALLS FROM 12:00PM TO 12:59PM DURING WEEKENDS



MEN CALL MORE THAN WOMEN

53%

47%

MOST CALLS COME FROM MOBILE PHONES, BUT LANDLINES STILL HAVE A PLACE

MOBILE DEVICES

71%

LANDLINE

29%

Sources:
1. Adobe, Adobe Digital Index
2. comScore, The Role of Search in Consumer Buying
3. Google, The Role of Click to Call in the Path to Purchase
4. Invoca, The State of Mobile Experience
5. BIA/Kelsey, Call Commerce: A \$1 Trillion Economic Engine