



# Good Call

A Guide to Driving Calls with AdWords

# Introduction

Some people want to talk to a real person when they're looking for information. In fact, 70% of mobile searchers have called a business directly from the search results.\* That's why online advertising is about more than just your website, especially with on-the-go consumers. A customer's interaction with you can be carried out across different channels: online, in your store or over the phone. For many advertisers, calls are the most important channel to use when connecting with customers.

You can use AdWords to make it easy for your customers to find and call your business. This guide will cover all of the ways to drive phone calls to your business and optimize them for success.

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\*Google/Ipsos, The Role of Click to Call in the Path to Purchase, September, 2013.

## Determine if driving calls is your most valuable goal

- 1. Decide if you want to drive clicks and calls alongside one another, or just calls.  
**Why:** *If the value of calls relative to clicks is high enough, you may want to focus on driving calls exclusively.*

## Set up your call ads for success

- 2. Write ad text that showcases your company's value and drives customers to call.  
**Why:** *Users need a compelling reason to dial their phone.*
- 3. Schedule ads that drive calls when you have someone there to answer.  
**Why:** *Don't waste your money and your users' time by generating a call you can't accept.*
- 4. Use aggregated AdWords call data to make more informed decisions about scheduling staff to answer those calls.  
**Why:** *Seeing your call lengths and frequencies can help inform how you staff and run your call center.*

## Measure the calls you receive

- 5. Use Google forwarding numbers.  
**Why:** *This option provides you with details about the calls that you receive and allows you to track calls as conversions.*
- 6. Track calls as conversions.  
**Why:** *Conversion tracking gives you important information that you can use to improve the performance of your campaigns.*
- 7. Track [website call conversions](#).  
**Why:** *Not all users call right away - some people need more information from your website before picking up the phone. Regardless of when someone calls you, be sure that you capture that call.*

## Take steps to try to improve the performance of your call ads

- 8. Understand the [types of conversions](#) your campaigns and keywords are driving.  
**Why:** *The trends that you notice can influence your strategy. Call-heavy campaigns and keywords may benefit from different bidding and messaging.*
- 9. Bid according to the value that calls deliver for you.  
**Why:** *You can do a better job maximizing return on investment by understanding a call's value.*
- 10. Optimize your website to receive calls - make sure phone numbers are prominently displayed on desktop and that they're clickable on mobile.  
**Why:** *Optimizing your site itself can have a tremendous effect on your overall call volume, especially when users visit your site on their mobile phones.*

# Determine if driving calls is your most valuable goal

As you get started driving calls, you'll need to decide what your focus is going to be.

**TIP:**

If you aren't sure about the value of calls to you and already have a mobile website in place, start with call extensions. If you find out that the value of call is significantly higher than a click, consider experimenting with call-only ads and measure the effects of such a change.

**TIP:**

Even if you opt to use call-only ads exclusively, you'll still need a website for verification purposes.

## 1. Decide if you want to drive clicks and calls alongside one another, or just calls.

Answer this question by thinking about the value of calls in relation to the value of clicks. If a call's relative value is high enough, you may choose to focus on driving calls exclusively. If you're still working to develop your mobile web experience, call-only campaigns can be particularly effective.

[Call-only ads](#) do exactly what their name suggests: give people the simple option to call your business. The campaign setup for call-only ads is quick and straightforward.

The screenshot shows the Google Ads campaign setup interface. At the top, it says 'Type: Search Network only - Call-only'. Below this, there's a 'Campaign name' field with 'Call-Only' entered. To the right of the name field is a 'Type' dropdown menu currently set to 'Search Network only'. To the right of the dropdown is a list of campaign types with radio buttons: 'Standard - Keyword-targeted text ads showing on Google search results', 'All features - All the features and options available for the Search Network', 'Mobile app installs - Ads encouraging people to download your app', 'Mobile app engagement - Ads that encourage actions within your app', 'Dynamic Search Ads - Ads targeted based on your website content', and 'Call-only - Ads that encourage people to call your business'. The 'Call-only' option is selected. At the bottom right of the list is a link that says 'Learn more about campaign types'.

Alternately, [call extensions](#) also provide users with the ability to click on your headline (or other ad extensions) to navigate to your website.

Here are a few questions that you can ask yourself as you pick the right option for your business:

- Can people transact on your mobile site easily?
- Do you offer anything with a high sense of urgency (or complexity) where users will benefit from getting answers directly from another person as soon as possible?
- Are there significant differences in average order value between a click and a call, including the value of upselling over the phone?
- How about conversion rates? If you get someone on the phone how much more likely are they to become a customer?
- How much does it cost you to answer a phone call compared to handling a conversion on your site?

While calls often convert at greater rates and drive higher average order values than clicks, this doesn't have to be an either-or setup for your account. Call-only ads are set up at the campaign level, so you can experiment switching from call extensions to call-only ads for certain campaigns to see what works best.

If you opt for call-only ads, you should set them up in their own campaigns. Important settings like language, budget and time of day are all set at the campaign level, so you can customize each campaign to your call-specific needs.

In the end, you may discover that you only want calls for certain campaigns, but that you want to drive clicks as well for others. Take what you already know about your business as a starting point, then keep an open mind as you start generating calls. You'll have the flexibility to change course if you learn anything new.

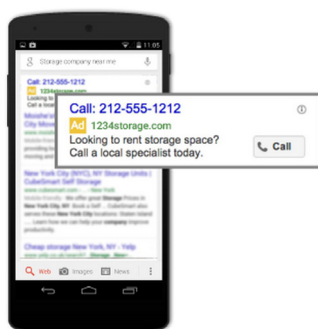
## Set up your call ads for success

Once you've decided how to focus your efforts, your next step should be to make it as easy and enticing as possible for your customers to call you.

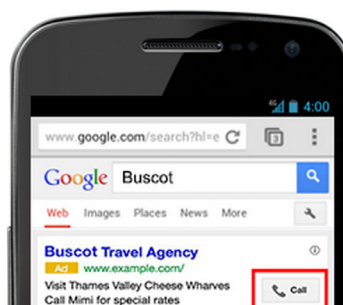
### 2. Write ad text that showcases your company's value and drives users to call.

Before we get into the specifics about crafting a great experience for callers, it's important to get people to dial in the first place. Give your users a compelling reason to call you. If you're using call extensions you'll most likely want to [focus your ad text on driving site visitors](#).

Call-only ads are entirely focused on getting someone to call you. Use your limited real estate to connect a user's search intent with your ad. Explain why you're the business that will be able to fulfill their needs.



Call-only ad



Call extensions

### 3. Schedule ads that drive calls when you have someone there to answer

Generating a call is only half of the process - you need to be able to answer that call in a satisfying way. On both call-only ads and call extensions remember to [enable a schedule](#) that drives calls when you have someone there to actually answer the phone. Don't waste your money and your users' time by generating a call you can't accept.

**TIP:**

Focus on delivering a delightful experience to your callers. Consider increasing customer loyalty by sending a follow up message after the call. You could also offer existing customers special deals and promotions

Remember to factor in time zones as you enable that schedule. Your [account's time zone](#) may not line up entirely with your customers' time zones.

**Advanced**

Start/end dates ? [ ] - [ ]

Scheduling ?

Monday to Friday 7 AM : 00 to 7 PM : 00 X

+ Add

Display clock ☒ 12-hour ☐ 24-hour

Time zone America/Los\_Angeles (cannot be changed)

Report phone call conversions ☒ Count calls as phone call conversions

Conversion action Calls from ads Manage conversion actions

Save Cancel

#### 4. Use aggregated AdWords call data to make more informed decisions about scheduling staff to answer those calls.

**TIP:**

Consider surveying your callers after they end a conversation with your staff to improve the overall call experience.

Everyone knows the frustration of being put on hold, so minimize that feeling for your customers. You've scheduled your hours appropriately, so go the next step and ensure that you have the right staff in place to answer those calls.

Seeing your call lengths and frequencies can help inform how you schedule the people that answer your calls (this applies to calls from AdWords along with any other calls that you may be tracking). Understand when your peak call times are and where your customers are located during those peak times, then adjust your staffing accordingly. Be sure that you're at full capacity during the moments that matter.

Something else to consider is someone's context when they're calling you. Think about just how distinct your product lines and offerings are. If the same employee can answer questions about everything you offer, then one phone number can work quite well.

On the other hand, if your product lines are completely separate and have different support teams, you might want to implement unique phone numbers for those customers. Separate numbers could provide you with better backend call data, and also give your staff confidence that when they answer the phone they'll have the appropriate context for a user's call.

# Measure the calls you receive

Now that you're driving calls to your business at the right times, you should measure those calls so that you can improve your performance based on what's working best.

## 5. Use Google forwarding numbers.

### TIP:

If you want to indicate to users that you're a part of the local community, use a phone number with a local area code. If available, local Google forwarding numbers will share the same area code or prefix number as your business; otherwise, a local number area code or prefix for your geographic region will be used instead. If a local Google forwarding number isn't available, your ad will show a toll-free Google forwarding number.

[Google forwarding numbers](#) provide you with details about the calls that you receive. Most importantly, you can track calls as conversions if you use forwarding numbers. This option routes calls to your business through a dynamic number that will enable you to see call duration, call start and end time, caller area code and whether the call was connected. All of this information will later become crucially important as you go about improving the performance of your calls.

### CASE STUDY: Rentokil Pest Control

Rentokil Pest Control, a leading pest control company in North America, knows a thing or two receiving urgent phone calls. In only six months during 2014, Rentokil saw a 250% increase in calls by using local numbers. They communicated to their prospective clients that they were nearby and available to help, and the customers responded.

## 6. Track calls as conversions.

### TIP:

Rely on your own systems to track calls that derive from Search Partners and the Google Display Network. While Google forwarding numbers aren't available for non-Google sites, there's still plenty of quality inventory out there. Target what makes sense for you, and track what you can while doing so.

[Conversion tracking](#) gives you important information that you can use to improve the performance of your account (with that info being available all the way down to the keyword level). You decide how long a call should be before it qualifies as a valuable interaction.

It's up to you to set the threshold for what should count as a conversion. Here are a couple of things to consider as you decide for yourself:

- Look through your call history to identify trends
- Ask your staff what the minimum duration of a quality call generally is
- Run a sample call yourself and time how long it takes to navigate call menus/greetings before saying something substantial to another person

The screenshot shows the 'New Conversion' setup interface in Google Ads, with the 'Settings' tab selected. The interface includes the following elements:

- Progress bar:** Three steps are shown: 'New Conversion' (completed with a green checkmark), 'Settings' (current step, highlighted with a blue circle), and 'Next steps'.
- Conversion value:** Two radio button options are present: 'Each call is worth:' (set to 'US Dollar (USD \$)' with a value of '1') and 'Don't assign a value' (which is selected).
- Call length:** A text input field is set to '90' seconds, with the label 'Count calls as conversions when they last longer than'. A yellow tooltip message reads: 'Keep in mind: If you'd like to track and optimize your revenue, it's best to...'
- Count:** A dropdown menu is set to 'All conversions'.
- Conversion window:** A dropdown menu is set to '30 days', with a link to 'See your conversion time lag report'.
- Conversion category:** A dropdown menu is set to 'Lead'.

Once you're tracking your mobile calls as conversions, remember that other types of calls are also a part of [Estimated Total Conversions](#). Calls placed after viewing ads on tablets and computers are included in the Estimated Total Conversions column. As you review your performance from calls, look at the Estimated Total Conversion column instead of the standard conversions column to take into account all of the calls you're driving.

## 7. Track website call conversions.

Some users need a bit more information than the results page can give them before they call. Regardless of whether someone calls you immediately or after a couple of days and a bit of research, track all of the calls that you can.

[Website call conversions](#) let you track the calls that originate from AdWords for up to 60 days after the initial click happened. Your site and your phone calls work together, and tracking website call conversions help you see that relationship from start to finish. Your site can help pre-qualify customers, so that when users do call they'll be that much more interested in what you have to offer.

# Take steps to try to improve the performance of your call ads

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Now that you've implemented your call ads and are measuring them the right way, you can move on to improving their performance. Use all of the performance data that's available to you to optimize the impact of your ads. Find out which targeting is effective and then get more of that.

## 8. Understand the [types of conversions](#) your campaigns and keywords are driving.

If you're running call extensions you'll be driving calls alongside other conversion types. It's important to understand which conversions your different keywords and campaigns are driving.

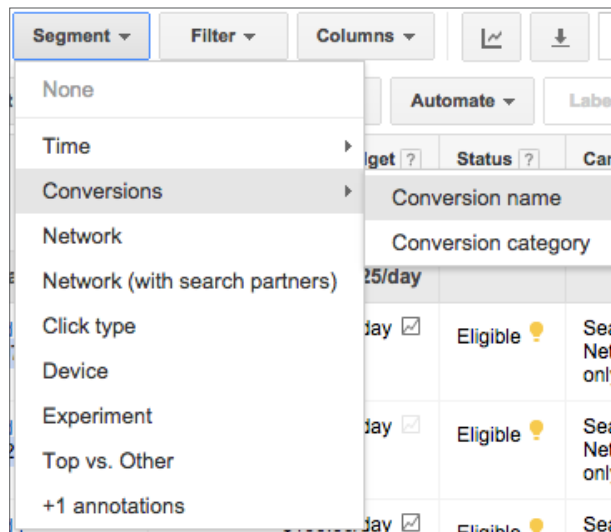
The trends across the different conversions that you're driving will influence your strategy. Call-heavy campaigns and keywords may benefit from different bidding and messaging.

Plan on reviewing your campaign performance segmented by conversion type every so often. Know which of your campaigns and ad groups drive calls more frequently than others, and be more aggressive on those terms if calls are valuable to you.

### TIP:

*If you notice large enough differences in conversion types within a campaign, you could split out a call-only campaign to target those call-heavy keywords specifically.*





## 9. Bid according to the value that calls deliver for you.

### TIP:

Monitor how often your mobile ads are appearing with a call button by segmenting your campaign or ad group reports by device type and click type. You can then compare your “Mobile clicks-to-call” impressions to your overall mobile impressions to gauge how often your call button is appearing. If your call button impressions are low, make changes to [show call extensions more frequently](#).

In order to set the appropriate bids for your call-only ads (or your call extensions) you should understand a call’s value to you. The goal should be to maximize return on investment while driving as many calls as possible.

To understand the value of a call, talk to your teams that answer those calls. Identify typical conversation rates and average order values. If you set up an AdWords-specific number you can track the value of calls from AdWords directly. Think about things like the profitability of your phone call customers and what their lifetime value is. Over time, you can consider implementing a third party solution that integrates AdWords or Google Analytics with customer purchase data throughout the entire process. That way you can directly connect your bids to the return you see from calls.

### GOOGLE RESEARCH:

Along with time of day, monitor which day of the week drives high volumes of calls for you. Advertisers in education or automotive tend to receive the most calls on Mondays, but media & entertainment will likely see the highest volume of calls on Fridays and Saturdays.\* Investigate when you receive calls, then bid and staff accordingly.

If you want the maximum amount of control over your bids for the calls you’re driving, you should use call-only campaigns. Your bids will apply directly to calls and your ads will only show on devices that can make calls. There’s no bid modifier necessary.

If you’re looking to streamline your bidding, automated bidding can set your bids wherever you’re tracking calls as conversions. The bidding algorithm will predict which impressions are likely to lead to a call or any other type of conversion you’re tracking and set the appropriate bid for that auction. While calls in the Estimated Total Conversions

\*According to internal Google data.

column won't be factored into Target CPA or Target ROAS strategies, those strategies will account for website call conversions across all devices.

**10. Optimize your website to receive calls** - make sure phone numbers are prominently displayed on desktop and that they're clickable on mobile.

As we've mentioned before, give your customers every possible chance to get in touch with you and connect them with a [great mobile experience](#). In addition to setting up your AdWords account for success, you should also optimize your site to drive phone calls. Just a few changes can have a tremendous effect on the number of calls you receive.

Even if you decide to run call-only ads for mobile users, you can still optimize your site to drive more calls. Here are a couple of things that you try to incorporate onto your site:

- Have an accessible call button on each page of your mobile site
- Make your phone number clickable on mobile
- On desktop sites be sure that your number is featured prominently and isn't an image - make it easy for customers to copy and paste that number

Optimize your site to receive calls and track the overall call volume that you receive. A call-friendly site may see fewer online conversions, but more quality conversions overall.

## Conclusion

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Successful online advertising is more than your website. Many people still want to talk with another person when they're researching or buying a new product. Using call extensions and call-only ads, you can connect with these consumers and deliver the best user experience at the right time. Identify what your call strategy should be and then do everything you can to drive more calls.

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To view other Google Best Practices, check out the full collection at [g.co/GoogleBP](https://g.co/GoogleBP).