

## 30 Times more likely to win Business? Tell Me More?

A recent growth area of international and local freephone is using local to market freephone numbers on Google AdWord campaigns. We at Creative Telecoms can supply you with telephone numbers which are local to the market you are working in for example USA 1-800 Italy 900, Germany 0800 & so on, if you're in the UK you can choose any STD prefix 0207, 0161, 0131, etc. If you use AdWords you will be aware of the amount of data that is generated for you via analytics - well now the telecoms element can be analysed with the same detail.

Add to this the fact that research show that when someone finds your web site there is a 1% chance of the person doing business with you via the web alone, when a phone number is introduced to the AdWord the possibility of doing business with the person jumps significantly to 35%

This may seem counter intuitive, to put a phone number on your AdWord campaigns. Recent developments in mobile advertising suggest that CTC (click to call) may be the future of mobile search. 61% of mobile searches now result in a phone call, so stick a great big button on your ads. Metrics show sub 1% conversion if we let the consumer complete their journey online and more than 35% conversion if we move them from search to phone.

## Creative Telecoms are the Analytics of Telecoms

With our Web and App based reporting systems you will have the same level of reporting as your AdWord campaigns do in analytics, so there are no grey areas in your campaign reporting.

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Give your business the edge and be 30 times more likely to win that new business. Creative Telecoms will work with you every step of the way to make your Ad Word campaigns work harder. Please call 0800 019 1117 or email us at [enquiries@creative-telecoms.co.uk](mailto:enquiries@creative-telecoms.co.uk)