

Who's Calling?

Measuring Audio's Impact with Call Tracking

Marchex®



What's Digital Audio?

An integral part to everyday life

Streaming Music

Mobile apps like Pandora, Spotify, SoundCloud, etc.



Podcasts

NPR, Joe Rogan, The Ringer, Serial, and other popular programs



Internet Radio

local radio streamed online via apps like iHeartRadio



Smart Speakers

Devices like Alexa, Google Home, Sonos, etc.



Why Digital Audio?

The benefits of getting heard

Reach Local Customers & Leads

Target listeners in local zip codes by their hobbies, interests, and user profiles



Everyone is Listening

190MM+ Americans stream music, news, and podcasts every month



Highly Effective Marketing Channel

Audio has the unique ability to make emotional connections with customers



Transparent & Measurable

Gain data and insights into campaigns and customers





The Power of Audio

by the numbers:

81%

Lift in brand recall from audio ads

74%

Digital Audio's monthly reach of adults ages 25 - 54

4.5 hours

Americans spend streaming audio everyday

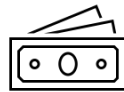
26% & 40%

gains in podcast and smart speaker adoption since the start of the pandemic, respectively

What is Call Tracking and Why is it Important for Local Advertisers?

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Callers spend more



60% of marketers say 28% of inbound callers spend more.

Callers convert faster



60% of marketers say inbound callers convert 30% faster.

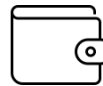
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Callers stay with you longer



54% of marketers say inbound callers have a 28% higher retention rate.

Higher return on your Advertising Spend



As customers who call spend more, convert faster, and stay longer, you can get more out of your marketing with tracking your calls.

How can Call Tracking help audio advertising?



Understanding your audience



Know who is calling, where the calls are coming from, and what you need to convert them into a customer.

Visibility into your advertising impact



See which callers converted into customers, which number they came from, and what happened during the phone conversations.

Listeners are streaming on mobile devices



A majority of listeners stream on their mobile devices, making calling a natural CTA.

Bridge the gap between listening and action



Attribution across advertising channels can be tricky. Call tracking tools give you the insights you need to understand your audio ad's success.

Should Local Advertisers consider investing in Call Tracking?

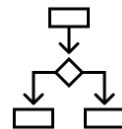
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Affordable



Variable pricing depending on how many numbers you need, without breaking the bank.

Customizable



Pick and choose which services you need to create a custom solution that is right for your business.

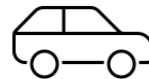
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Flexible



Start and stop using Call Tracking services when you need to.

You are in control



Decide on custom phone numbers or choose from a list of available ones. You decide what your audience hears.

What happens after they call?



Track conversations, sources, and more



See sources broken out by phone number, which lead source they relate to, and understand what happened in each conversation.

Follow individual customer journeys across channels



Customers find you in different ways. With additional attribution tools, you can understand what happened with each potential customer, from start to finish.

Send follow ups and helpful material



By understanding a lead's source, what happened in their conversation, and which campaign they responded to, you can make sure they get the resources they need to convert.

Understand which channels are driving new customers



Now that you can identify which channels are driving more customers, you can better allocate your marketing spend to make it more effective.

Questions?

All attendees get \$100 of your first AudioGO campaign, email us to receive your code!

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AudioGO

ian.murphy@audiogo.com



audiogo

Marchex

lbarth@marchex.com



Marchex®