PPCall Trial Workplan

EXECUTIVE SUMMARY

As we all know, there are no magic tricks to find an offer which converts.
Here we suggest a methodological approach to finding the offer which converts

- Select 5 verticals, one offer per vertical
- Run for 1-2 days
- Pick the 2 verticals with the highest CTR on the banners
- Run 3 offers per vertical for 3 days, using general banners
- Pick the 2 verticals with highest CTR
- Run 3 offers per vertical for 3 days
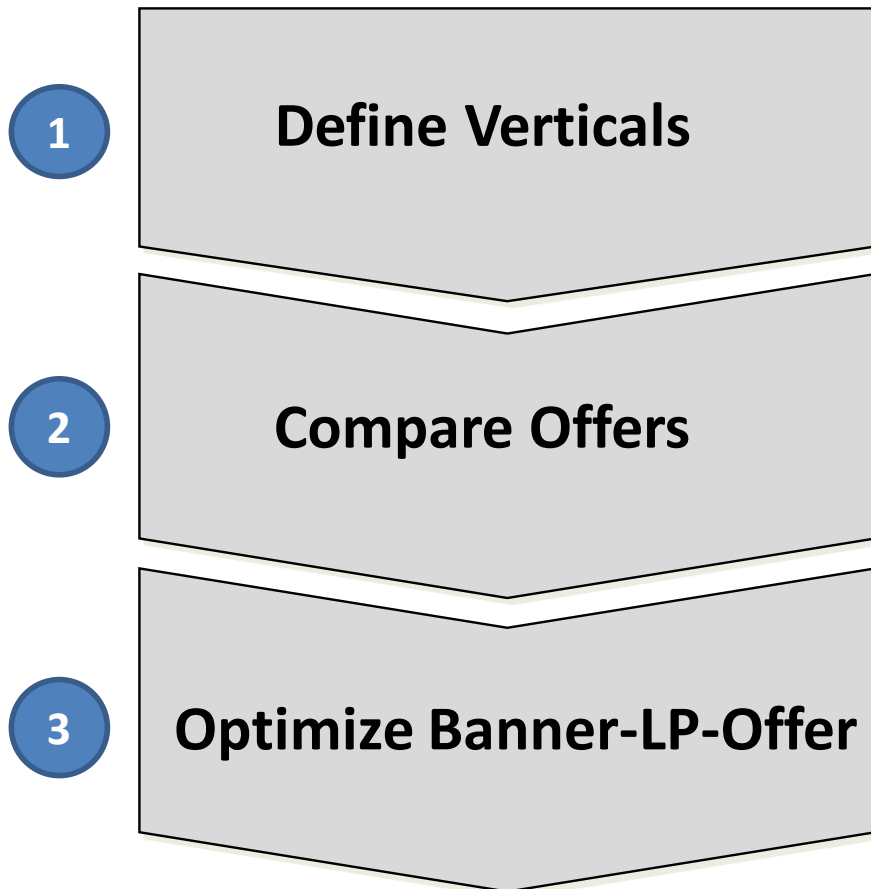- Select the offer(s) with the highest call conversion rate
- A/B test several banners and LPs combinations

Goojibear
click-to-call network

FIND THE CONVERTING PPCALL OFFER FOR YOUR TRAFFIC

Recommended Process

1 **Define Verticals** — Which verticals work with this traffic?

2 **Compare Offers** — Which offers perform better on this traffic?

3 **Optimize Banner-LP-Offer** — Maximize the potential of these offers

Goojibear
click-to-call network

DEFINE VERTICALS
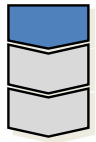
1. Is there a vertical that is known to perform well on this traffic?
2. Select 5 Verticals (from the list below)
3. Select one offer for each vertical
4. Launch simultaneously, on the same traffic. Use general banners as possible
5. After 1-2 days: compare the **banner CTR** (same traffic, same banner size)
6. Pick the top 2 verticals with the highest CTR (take potential ECPM into account, eg is there an offer with much higher payout?)

Finance
- Loans
- Credit consolidation
- Credit repair
- Mortgage

Entertainment
- Live chats
- Astrologcal reading
- Learn languages
- Adult sex line

Insurance
- Health insurance
- Auto insurance
- Life insurance

Health & Pharma
- Generic drugs
- Find a physician
- Medicare converage
- Diets

Utilities
- Flights
- Hotels
- Rent a car

Tax & Legal
- Tax debt consulting
- Family lawyers
- Foreclosure lawyers

Home Services
- Telecom offers
- Carpeting
- Home security
- Solar panels

Goojibear
click-to-call network

COMPARE OFFERS
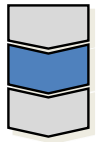
1. For each of the top 2 verticals run 3 LPs/offers for 3-4 days
2. Gather data on the call rate (calls/visitors) and call conversion rate (conversions/calls)
3. Pick the top offers for each vertical (in case of a conflict between the call rate and the conversion rate, choose the higher **call conversion rate**)

Banner	Landing Page	Phone Call
CTR	**Call Rate**	**Call Conversion Rate**
↓	↓	↓
Clicks	Calls	Conversions
Impressions	Clicks (LP Visitors)	Calls

Goojibear
click-to-call network
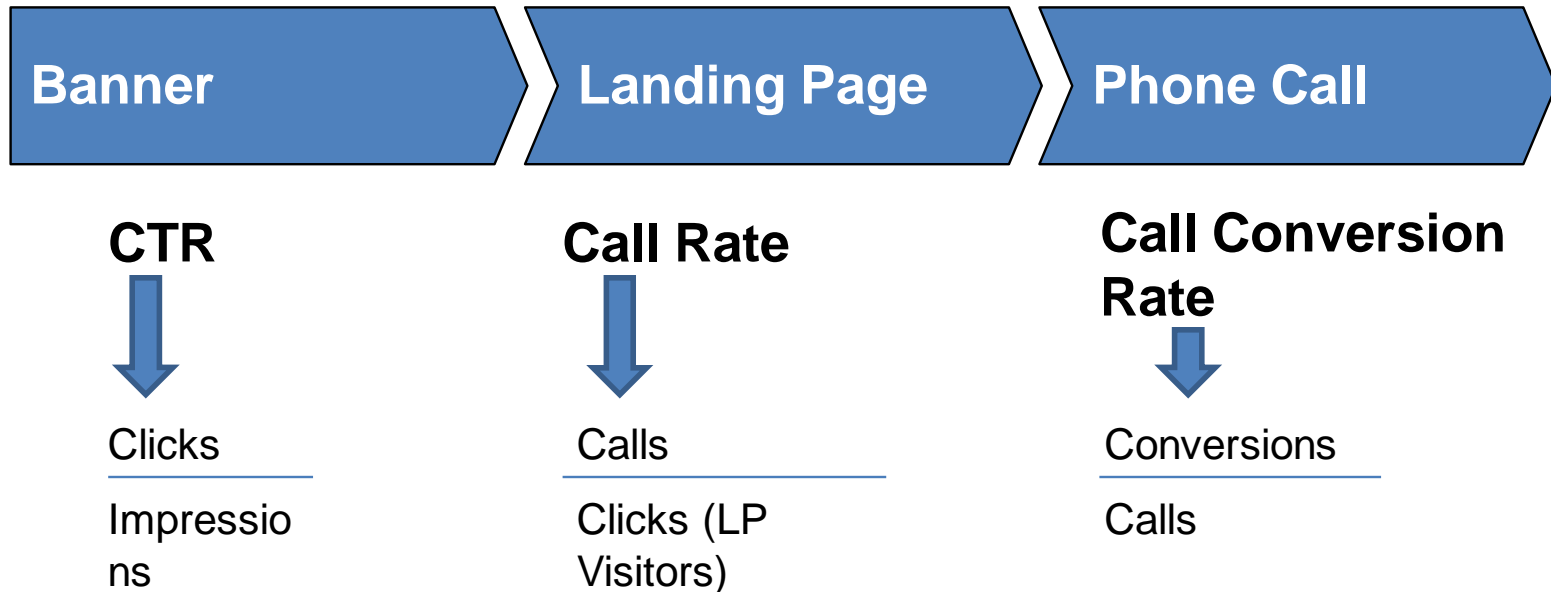
OPTIMIZE BANNER-LP-OFFER
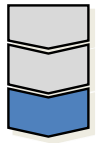
1. A/B test several banners with different designs and angles. Optimize to better CTR (Start with few variations and slowly focus on 1-2 designs per traffic source)
2. Create matching LPs to the top performing banners
3. A/B test several designs of the LPs

(This should be done for each offer separately)

APPENDIX:
USER FLOW & TERMINLOGY

Banner	Landing Page	Phone Call

CTR

$$\frac{\text{Clicks}}{\text{Impressions}}$$

Call Rate

$$\frac{\text{Calls}}{\text{Clicks (LP Visitors)}}$$

Call Conversion Rate

$$\frac{\text{Conversions}}{\text{Calls}}$$

Goojibear
click-to-call network