

# THE PAID SEARCH PARADOX

Marketers ignore the conversion they value most: Inbound calls.

With the shift to mobile, phone calls have come on the paid search scene in a big way. Why?

1

Consumers want the option to call when searching on their smartphone.

2

Businesses want more inbound calls, because calls mean sales.

Marketers recognize this, but still give the least attention and resources to calls. Let's explore the disconnect.

## Consumers are using their phones...as phones



**75%** of consumers say a phone call is the quickest way to get a response

**70%** of mobile searchers have used click to call to connect with a business from the search engine results page

**52%** of people who take action after conducting a mobile search do so via the phone

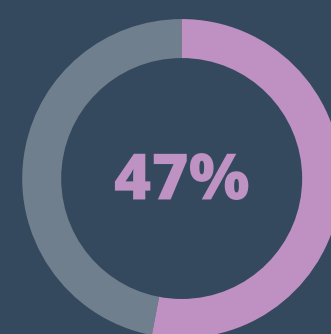
## In fact...



calls will be made from mobile search ads by 2018

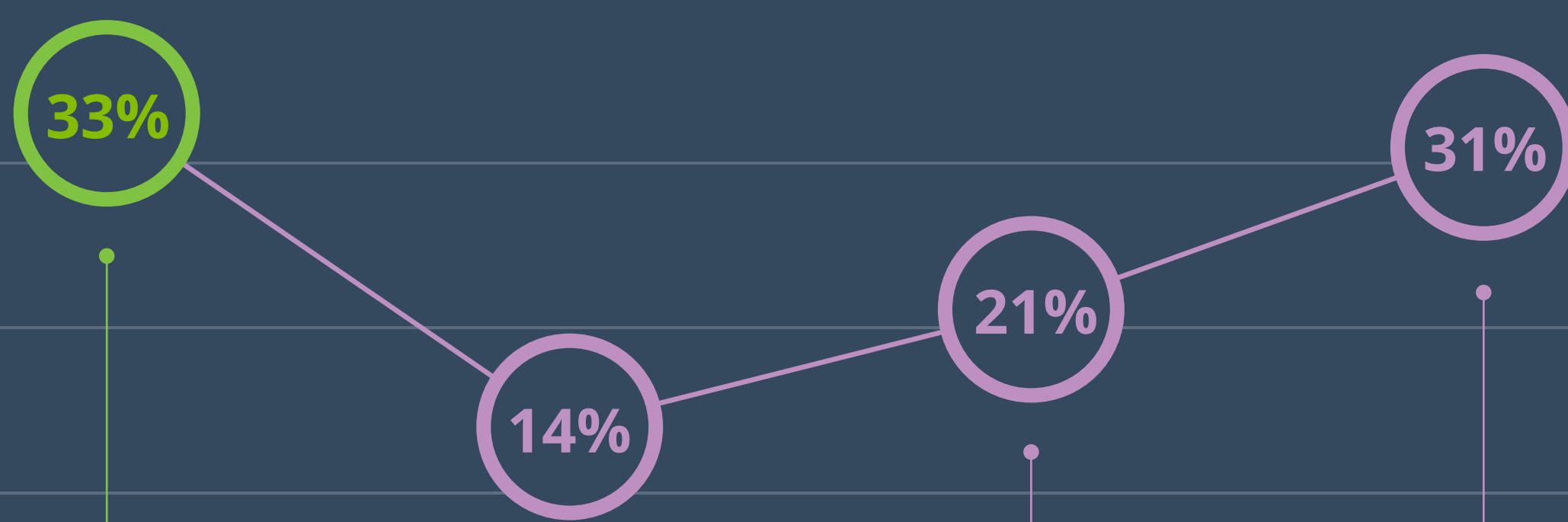


average click through rate increase when adding a phone number to mobile search ads



of mobile searchers say if a business does not have a phone number on their search results they are more likely to explore other brands

## Marketers know calls are valuable



Say call conversions are more valuable

Say web conversions are more valuable

Say they are about the same

Don't know the value of call conversions

**53%**

Marketers spending as much (or more) of their paid search budget on mobile as they do on desktop.

**66%**

SMBs rate phone calls as an excellent lead source.

## Yet, they aren't taking action

Without the right tools, marketers aren't getting credit for inbound calls, and don't know how to drive more.

only  
**22%**

Marketers using Adwords call extensions or click to call mobile ads

only  
**29%**

Marketers that are getting full credit for the inbound calls they drive

It's time to get off the sidelines. Your best customers and highest value leads are calling.

### Sources

New Voice Media  
Google, The Role of Click to Call in the Path to Purchase  
Luma Partners  
BIA/Kelsey  
MarketingProfs Sponsored Poll