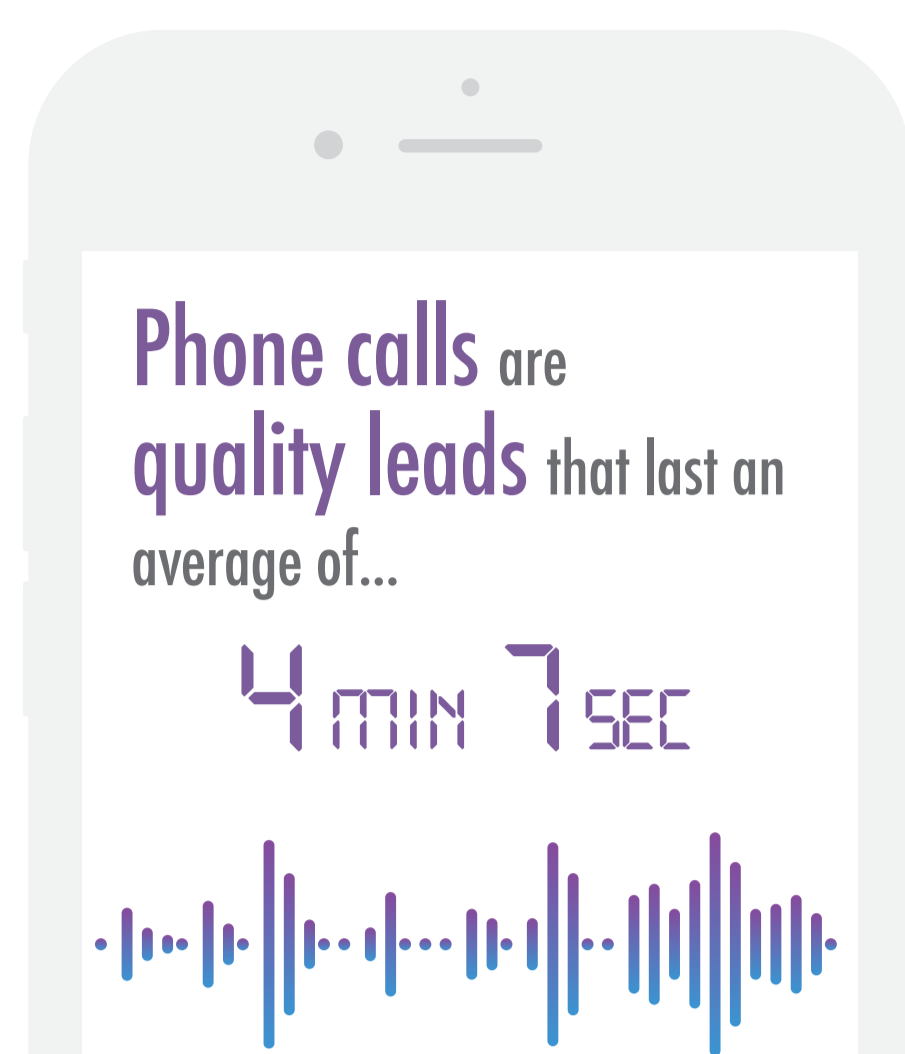
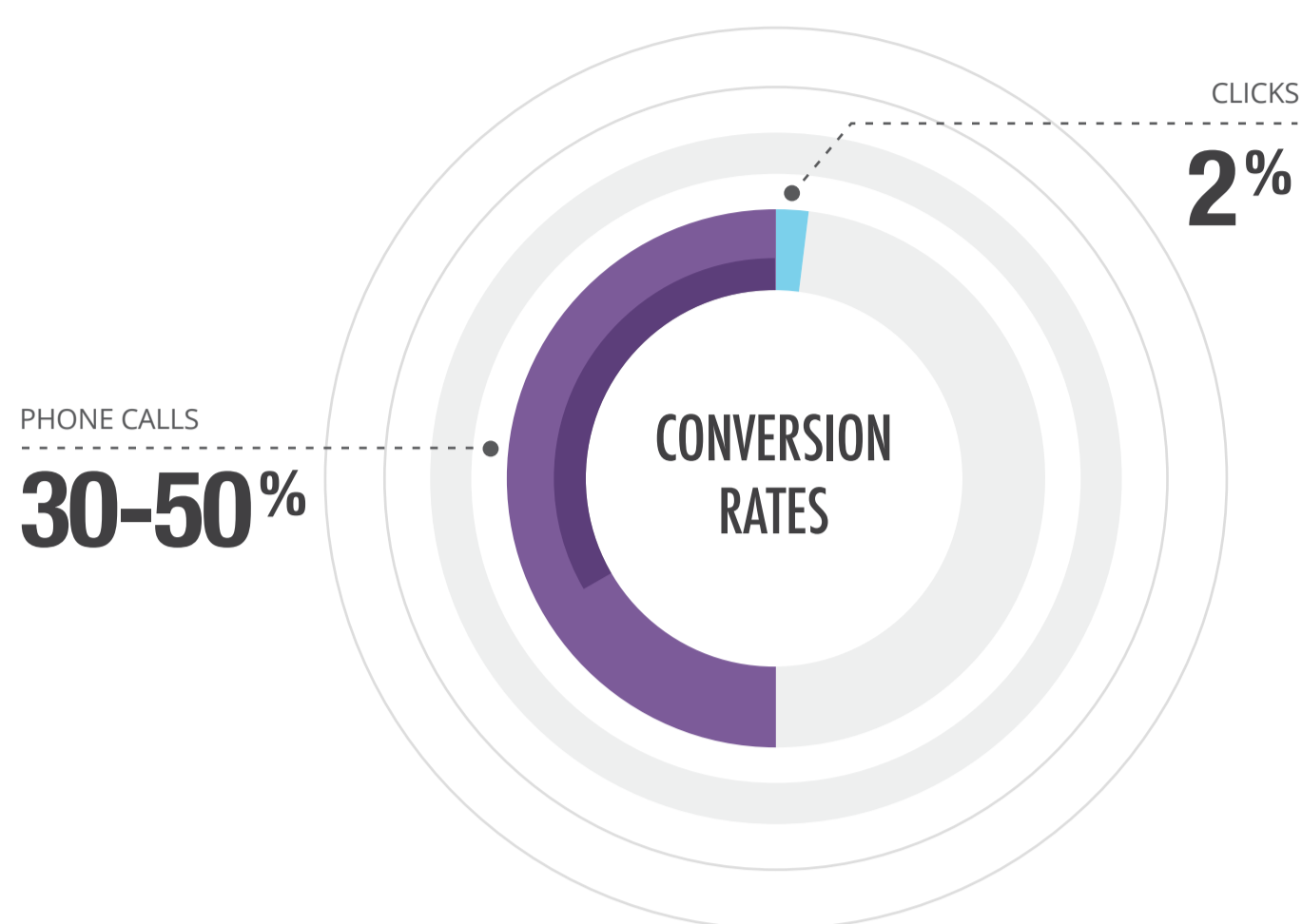


PHONE CALLS AND THE new CUSTOMER JOURNEY

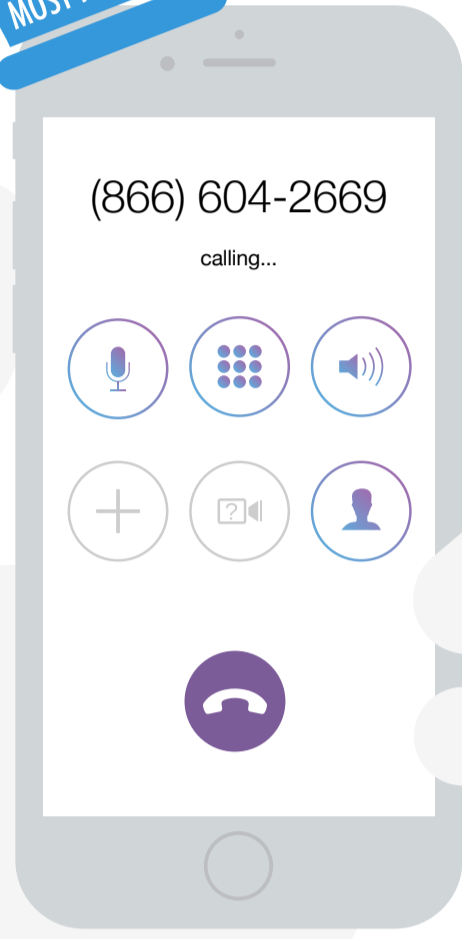
To learn how phone calls fit in the new customer journey, Invoca analyzed over 32 million phone calls. We found that consumers across industries are making phone calls after engaging online.

TALK IS POWERFUL

No other interaction is more influential in the path to purchase than a phone call.



Executives rank phone calls as one of the most popular ways to engage customers, beating social media and in-person interactions.¹



CUSTOMERS LOVE TO CALL WHEN...

They want to make a purchase

61%

of mobile searchers say click-to-call is most valuable in the purchase phase.²

They need assistance

75%

of consumers say a phone call is the quickest way to get a response.³

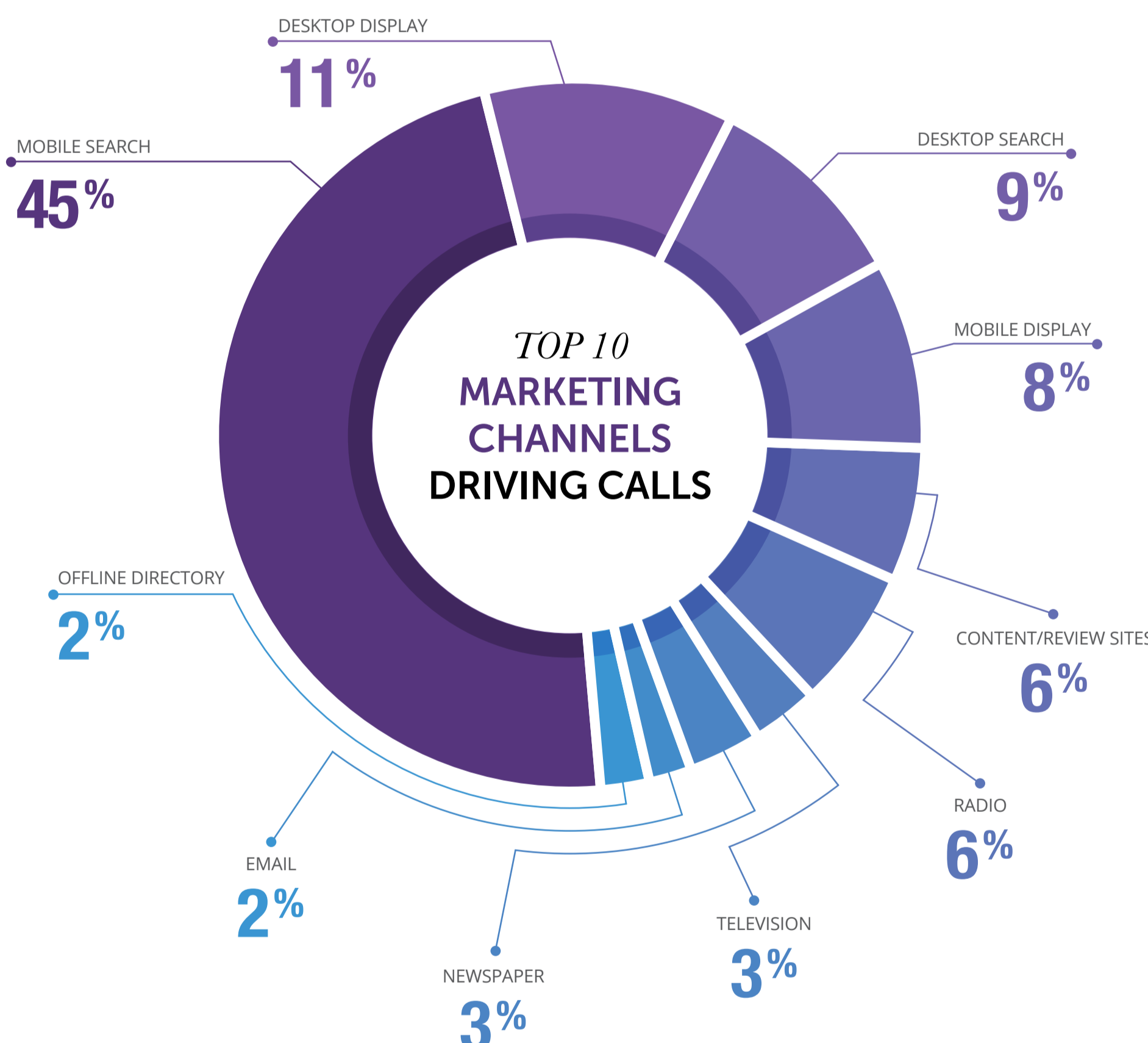
They use mobile search

51%

say they "always" or "frequently" need to call a business from a mobile search ad.⁴

MOBILE DRIVES PHONE CALLS

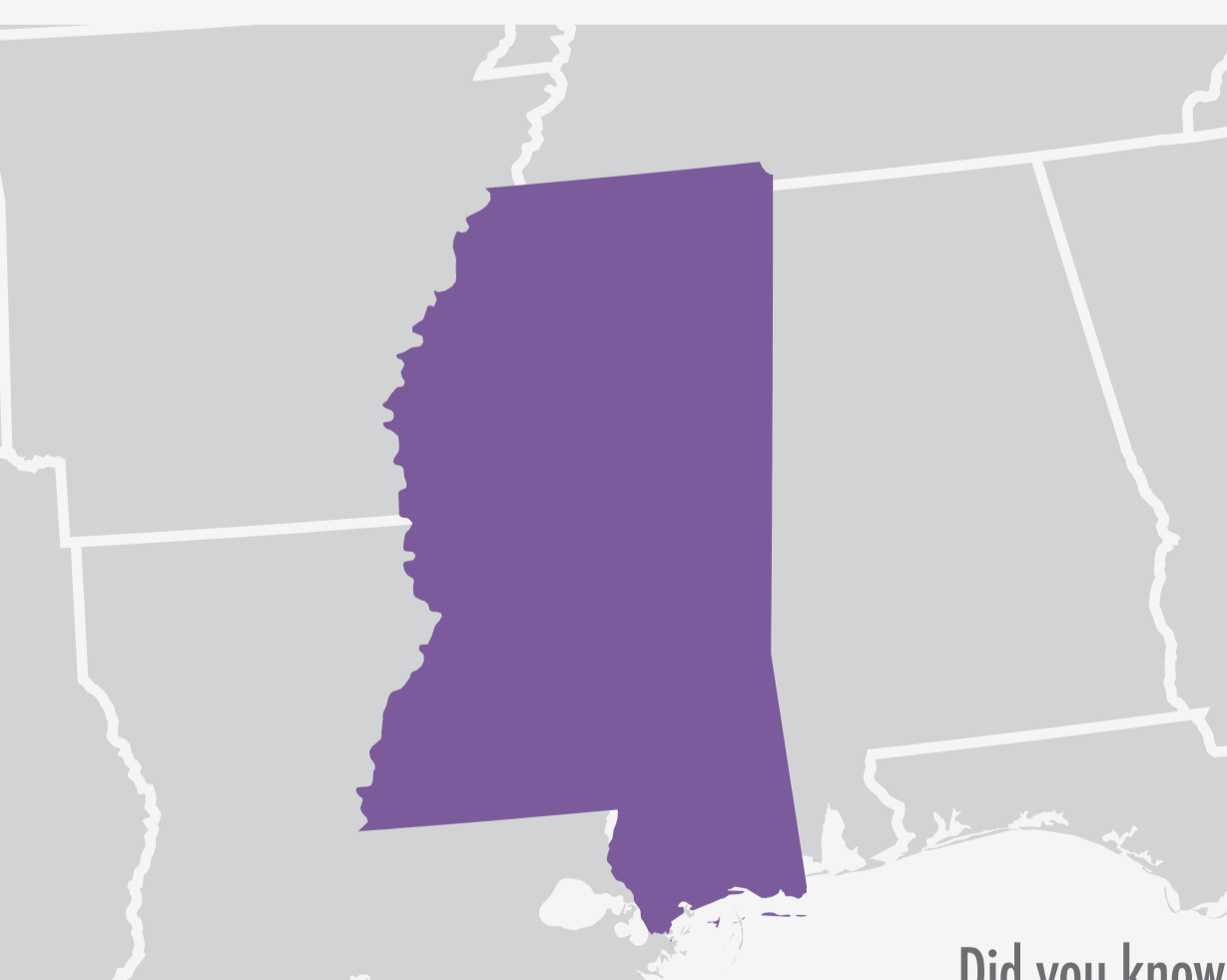
With a smartphone in just about everyone's pocket, phone calls are flooding in.



INTERESTING CALLER TRENDS

Phone calls reveal a whole new level of understanding about your customers you can use to power better marketing.

KEY DEMOGRAPHIC INFORMATION



IMPORTANT BEHAVIORAL TRENDS

Did you know the most popular day for calls is **TUESDAY**, which, on average, receives 48% more calls than Sundays?



QUALITY INDICATORS



Online display drives extremely high quality traffic with call durations averaging...

5 MIN 7 SEC

GET FULL REPORT

The numbers are in: successful marketing depends on phone calls. Download the full report now for more insights into how calls are redefining the rules of digital marketing.

[DOWNLOAD THE REPORT](#)



Sources:
1. 2015 Invoca Call Intelligence Index
2. Teradata, 2015 Global Data Driven Marketing Survey
3. Google, The Role of Click to Call in the Path to Purchase
4. New Voice Media
5. See 3

855-383-2650

INVOCA
The power of talk