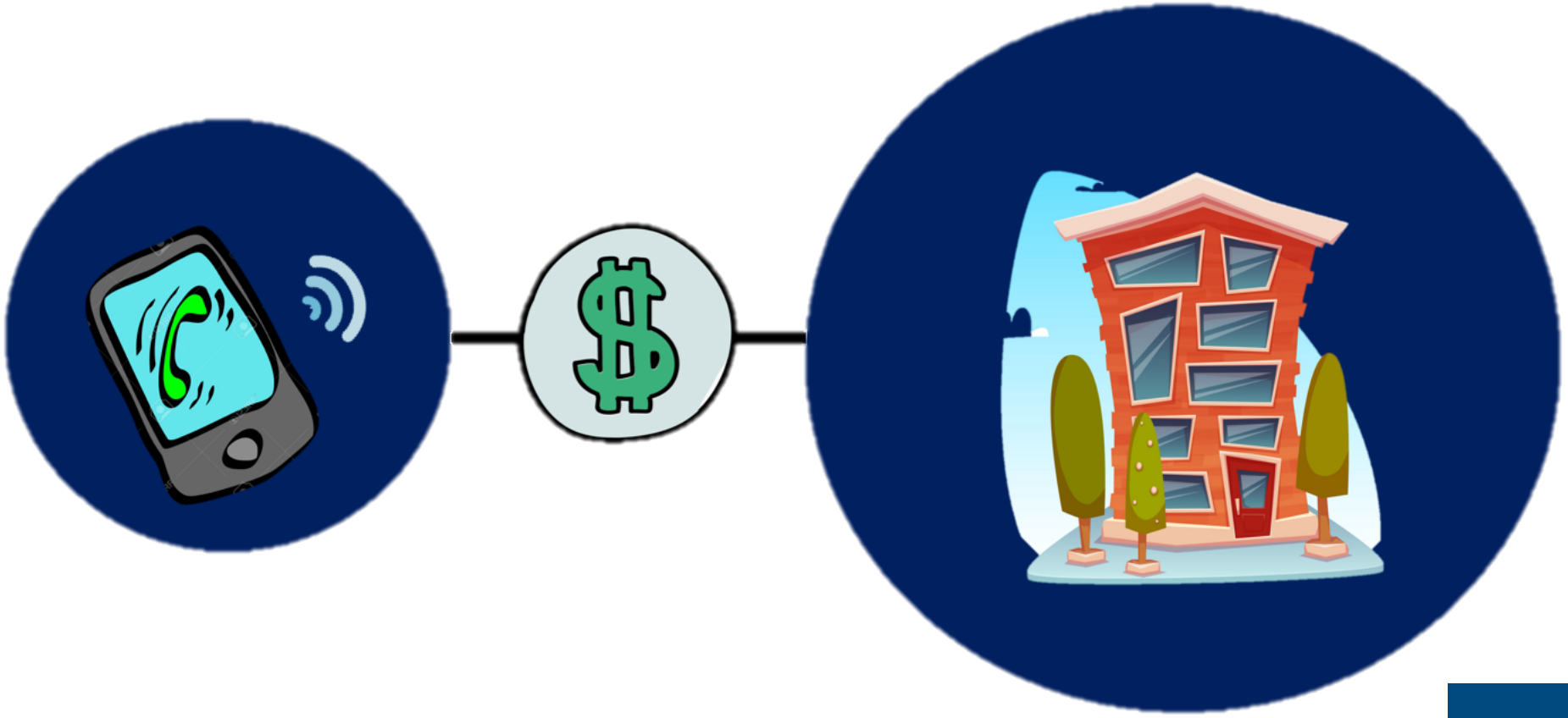
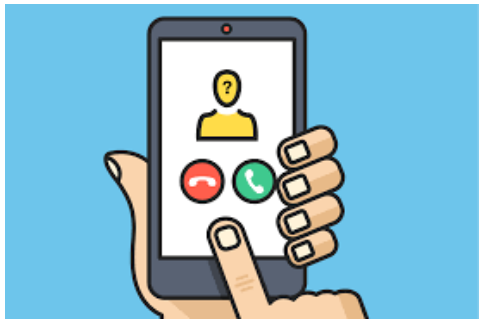
Pay-Per-Call SECRETS *Revealed*



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What is Pay-Per-Call?



Pay-Per-Call is an ad model that is designed to give your clients direct business by driving CALLS for them.

Is it similar to Pay-Per-Click?

Yes, but they generate CALLS instead of CLICKS. Instead of generating VISITORS, you generate prospective CLIENTS.

Pay-per-click ads generate leads WHILE Pay-per-call ads CONVERT them to clients. Its main goal is to get people to call your business.

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HOW?



Good question!

With Pay-Per-Click, potential clients get redirected to an external link, and would usually take 3-5 visitors to click before one decides to finally get on the phone and call that service.

With Call Only Ads, you get better and FASTER results because instead of redirecting customers to an external link, it directs them to the phone number of the service they are looking for.

Phone call = direct clients

Direct clients = direct business

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If it is THAT good, how come I am only hearing this NOW?

Well, Google released AdWords' new call-only ads just three years ago. So, yes, it's fairly new.

Call-only ads appear only on call-enabled devices. And that's great! Here's why: according to www.statista.com, for 2017, the number of smartphone users in the United States alone is estimated to reach 224.3 million. It's not going to go down anytime soon.

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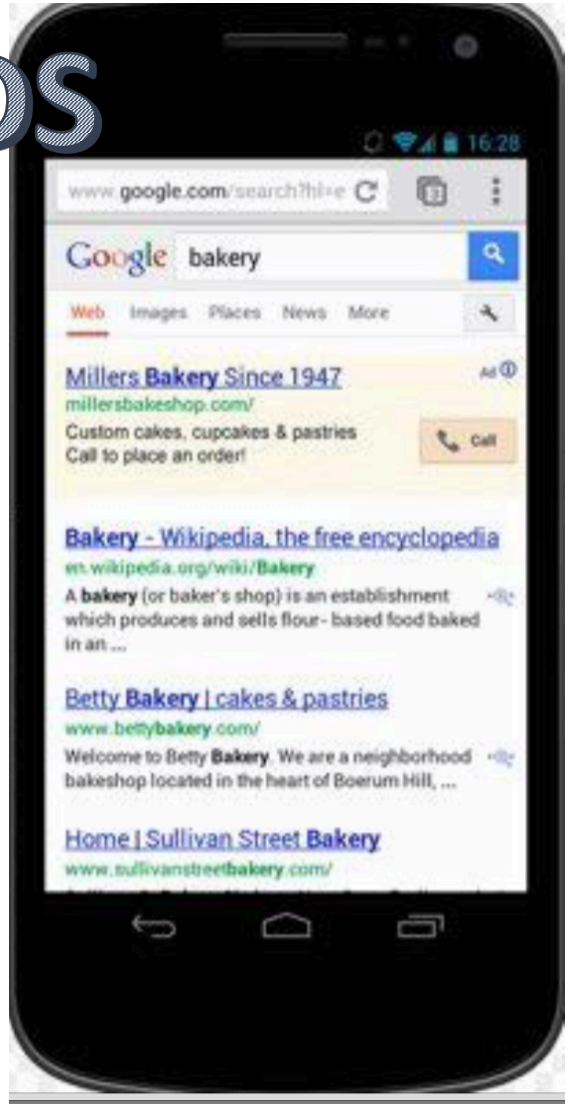
Now, according to Google, **70%** of mobile searches today result in a phone call to a business. That's an excellent batting average considering the market has only been up and running for *three* years.

Add to the equation the upward trend of people relying more and more on their *mobile phones* for their daily operations, and you'll see that the business of Pay-Per-Call is only going to get nothing but <u>better</u>.



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GOOGLE CALL ONLY ADS



Google Call Only Ads Cost **$2/call**

(IMPORTANT: price varies depending on the niche)

NO long sales copy

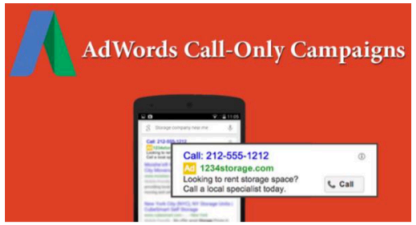
NO sale page

NO retargeting

NOT interruption marketing

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PAY-PER-CALL VS OTHER TRAFFIC SOURCES



2 Line ads => **$2/call**

facebook Ads

Video/image ads => LONG Sales Copy => Sales Page => $50/call

Google AdWords

Video/image ads => LONG Sales Copy => Sales Page => $100/call

Instagram Advertising

Video/image ads => LONG Sales Copy => Sales Page => $50/call

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PERFECT FOR BUSINESSES THAT NEED PHONE CALLS FROM PROSPECTS



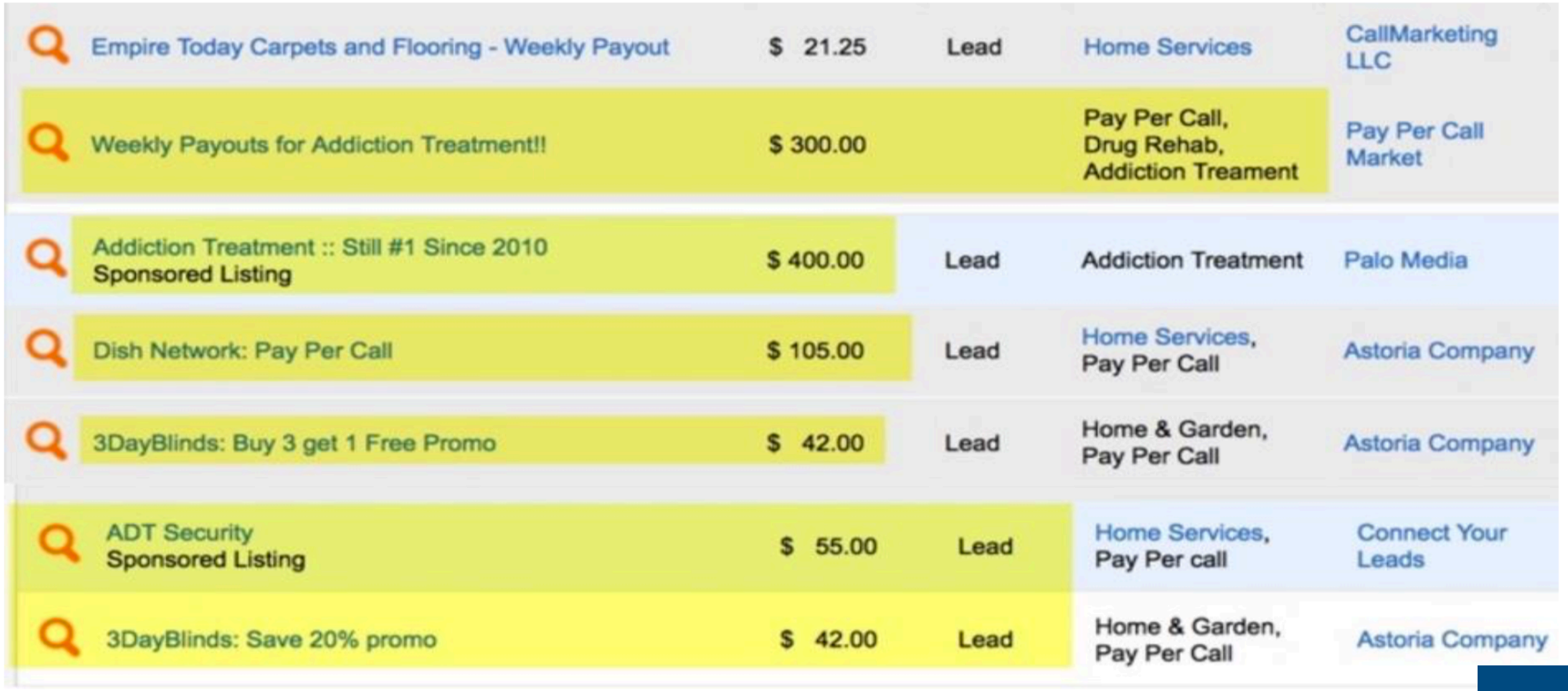




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THOUSANDS OF CALL ONLY AFFILIATE OFFERS

You can also send calls to thousands of Call Only Affiliate Networks



Empire Today Carpets and Flooring - Weekly Payout	$ 21.25	Lead	Home Services	CallMarketing LLC
Weekly Payouts for Addiction Treatment!!	$ 300.00		Pay Per Call, Drug Rehab, Addiction Treament	Pay Per Call Market
Addiction Treatment :: Still #1 Since 2010 Sponsored Listing	$ 400.00	Lead	Addiction Treatment	Palo Media
Dish Network: Pay Per Call	$ 105.00	Lead	Home Services, Pay Per Call	Astoria Company
3DayBlinds: Buy 3 get 1 Free Promo	$ 42.00	Lead	Home & Garden, Pay Per Call	Astoria Company
ADT Security Sponsored Listing	$ 55.00	Lead	Home Services, Pay Per call	Connect Your Leads
3DayBlinds: Save 20% promo	$ 42.00	Lead	Home & Garden, Pay Per Call	Astoria Company

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AROUND HOW MUCH DOES A CALL ONLY AD COST?





ADT Security pays affiliates $55/call

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You must be asking yourself if this is so EASY why isn't EVERYONE doing **Call ONLY Ads**?

Smart question! Here is why…..

GOOGLE Adwords dashboard makes it nearly impossible to track & manage Call Only Ads for Affiliate offers & Businesses.

……and that's exactly why we built Call Only Ads Management Software:



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CALL ONLY ADS MANAGEMENT SOFTWARE – The Good Stuff

- **Customized Pricing Per Call and Email Leads -** 100% customized deposit amount and low balance notification threshold. As always 100% automated billing to SMS and email
- **Send Calls: 1 Company, Round Robin, or Multiple Numbers at the Same Time**
- **Send Email and/or SMS Message When Leads Come in**
- **Send SMS Message When Calls Are Not Answered**
- **Blacklist Sales/Spam Calls** - All blacklisted numbers entered are added to a master blacklist and blocked for ALL members!
- **White Label** - EASY white label PPCall software shows in YOUR business domain and YOUR company LOGO
- **Your Customers Can Log Into Their Account -** Customers can see calls answered, missed, and listen to recorded calls

kallzu 2.0

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WANT TO LEARN MORE?

Pretty Interesting, right?

If you want more information on **how** we can help you build a successful Pay Per Call business, reach out to:

support@kallzu.com

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