

PAY PER CALL OVERVIEW



TRANSCEND DIGITAL

www.Transcend.Agency

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PHONE CALL LEAD GENERATION

We target people who are looking for very specific business services by using data from millions of company listings.

Our technology prioritizes call sources from major search engines and local directories, to provide the best call quality and volume for each customized campaign.



PAY PER CALL ADVANTAGES

- 1 With our **technology** , customers receive quality conversions at a great value
- 2 Through **programmatic ad buying** we optimize each campaign for the highest converting lead source and adjust bids and budgets based on performance
- 3 We **geotarget** calls so that they can be driven to a specific store location or to a national call center
- 4 Using **Data** from millions of company listings, our technology targets people who are looking for very specific business services
- 5 Our **highly automated platform** , saves costs on expensive labor, allowing more dollars to be spent on media, where it matters most



What platforms do
we use to generate
calls?

Tier 1 Paid Search

Local Directories

Search Retargeting/Remarketing

Niche Industry Publishers

Niche Industry Directories

Mobile Display

A teal-tinted background image of a desk. In the foreground, a camera is visible on the right side. To the left, there are papers and a keyboard. The text 'KEY FEATURES' is overlaid on a dark teal rectangular area on the left side of the image.

KEY FEATURES



Voicemail

In the event of an unanswered call, our voicemail intercepts the call with a professional greeting



Customer Experience Monitoring

Inbound lead technology that uses artificial intelligence to analyze, segment and recommend more effective methods to improve lead-conversion ratios



Text Capture*

In the event a call goes unanswered and the consumer does not leave a voicemail, we will send an automatic text to the caller asking them to respond with details about their inquiry



Dedicated Account Manager

A real live person will be assigned to your account to help maximize performance and customize your reporting needs



ChatBot – Coming Soon*

An extension to Text Capture. An automated ChatBot can engage customers to ask questions to further qualify the lead



Guaranteed Lead Volume

Because of our cost per call pricing structure, we can guarantee the amount of leads we will drive to your business

** Ask how these features can be integrated to your campaigns*

REPORTING

- **TRACK:** Every phone call we send to you is tracked, recorded and reviewed so that we consistently improve results
- **ATTRIBUTE:** We send you detailed reports that include call recording links so that you can analyze your results and directly attribute our calls to your bottom line
- **ROI:** Our goal is to make sure that your marketing budget results in profit, and we continually strive to increase the profit you see from our services
- **FREQUENCY :** Reports are available daily, weekly, monthly and upon request



CONVERSATION
ANALYTICS

DETAILED
REPORTING

REAL TIME
FEEDBACK

SUPPORTED INDUSTRIES

AUTOMOTIVE

Auto Body Repair
Auto Glass
Auto Maintenance

LEGAL

Auto Accident
Bankruptcy
Divorce
Personal Injury

HOME & COMMERCIAL SERVICES

Appliance Repair
Cleaning
Electricians
Emergency Restoration (water, mold, fire)
Garage Doors
Gutters
Handyman & Painting Contractors
Home Inspections
HVAC
Flooring
Moving & Storage
Pest Control
Plumbing
Roofing
Remodel (kitchen, bath)
Solar Panel Installation
Windows & Doors

MEDICAL SERVICES

Chiropractors
Dentists
Physical
Therapists
Podiatrists
Veterinarians

Ask for other industries that may not be listed here



HELLO!

FAQS

What is the pricing structure?

We operate on a cost per call and/or cost per lead model. You pay for the amount of calls you receive.

How do you determine which calls I will be billed for?

We only bill for calls that are from people who are searching for specific services you offer, in your area, and that are over 60 seconds.

Do you share my leads?

No, calls come directly to you and are never shared with your competitors or other businesses.

We already have a service for pay per call. Do you just resell their calls, or will I see an increase in traffic?

Our competitive advantage is our intelligence from millions of local SMBs combined with our AI bidding technology. 95% of our calls are generated using our platform and network, so working with us directly will increase the total amount of calls you can expect.

THANK YOU

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