# The Role of Click to Call
## In the Path to Purchase

Italy Results
October 2014

Google™  Ipsos

# BACKGROUND & METHODOLOGY

## Background

Google commissioned Ipsos MediaCT, an independent market research company, to understand consumer attitudes about click to call within organic and paid mobile search results in Italy. The study explored behaviors within the context of 7 different Google verticals: Travel, Restaurant, Finance, Retail, Technology, Local Services and Auto.*

*Note: The presentation also includes metrics calculated from internal Google data looking at click to call performance of thousands of AdWords accounts in aggregate.

## Methodology

1,500 respondents were recruited and completed a 20 minute online survey between September 15th and September 22nd, 2014. Respondents met the following criteria for inclusion in this research:

- Italy residents aged 18+
- Smartphone users (own a smartphone and use mobile search at least a few times/week)
- Made a purchase in at least one of the verticals in the past six months

After seeing a sample mobile Search Engine Results Page, which included the click to call feature, respondents were asked a number of questions. The questions probed into their general thoughts about click to call as well as specific questions about the vertical that they recently purchased in.

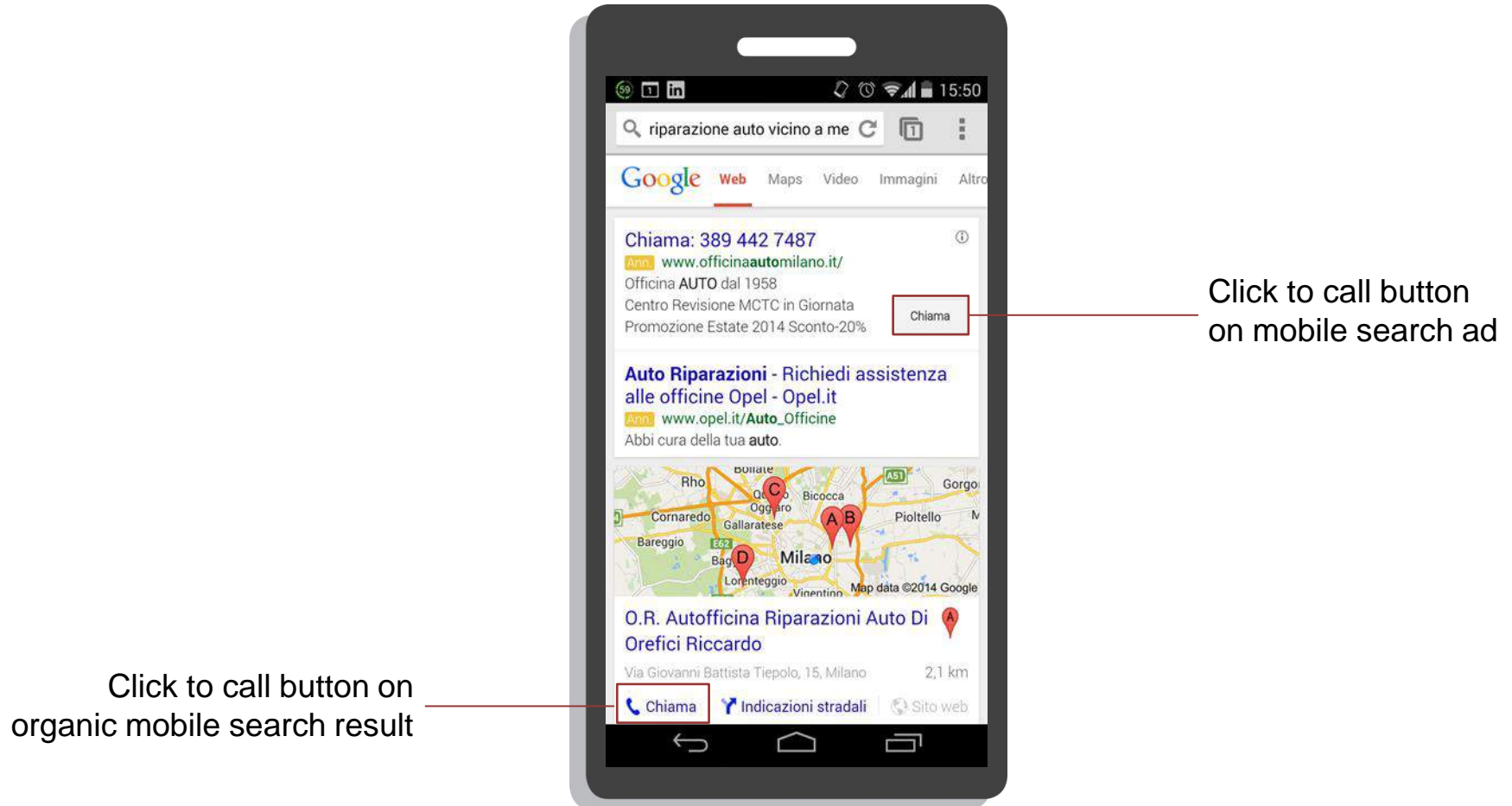# CLICK TO CALL OPTIONS IN MOBILE SEARCH RESULTS



Click to call button
on mobile search ad

Click to call button on
organic mobile search result

# TABLE OF CONTENTS

# KEY FINDINGS

## Two in five mobile searchers frequently need to directly call a business from the mobile search results

47% of mobile searchers have ever used click to call, with the need to quickly get an answer or accomplish a goal the main motivation for doing so
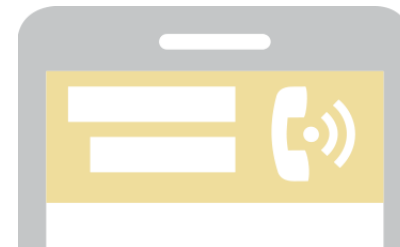
## These calls are valuable

39% of mobile searchers state that click to call is most important in the purchase phase of the shopping process.

## The ability to call is important to maintain a strong brand image

39% of mobile searchers say that if a business does not have a phone number associated with their search results, they will be more likely to explore other brands.

## Click to call is an important tool in mobile search ad campaigns

Adding a phone number to mobile search ads results in an average click through rate increase of 8%.
[GOOGLE US INTERNAL DATA]

# MOBILE SEARCHERS ARE AWARE OF ADDITIONAL INFORMATION DISPLAYED IN SEARCH RESULTS



# 53%

of **mobile searchers** recall seeing additional, company-specific information along with standard search results

## Top 3 mentions

| | |
|---|---|
| Company or product name | 11% |
| Advertising | 7% |
| Product Details | 5% |

# CLICK TO CALL IS A USEFUL FEATURE
# FOR MOBILE SEARCHERS

# 47%

of **mobile searchers**
find "the call button" useful

Frequency of **needing to directly call**
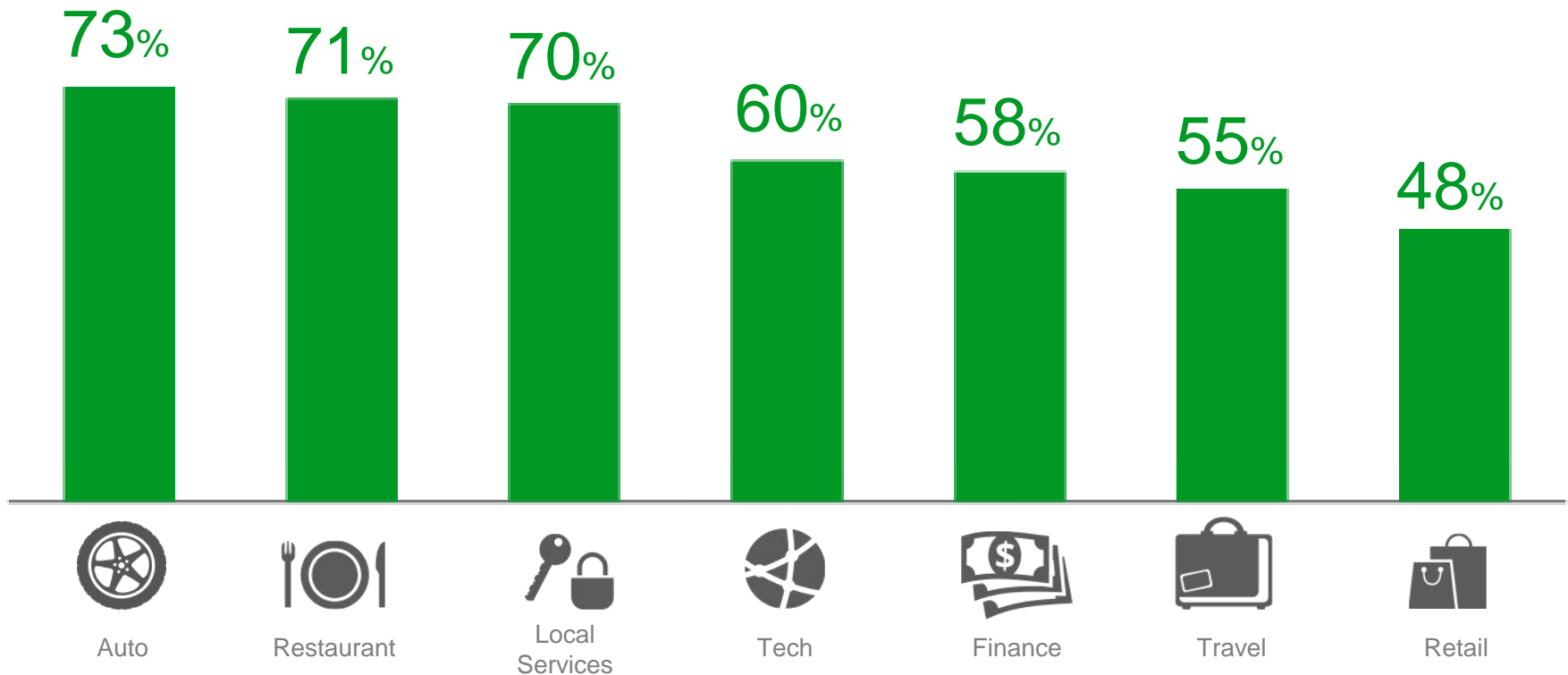a business from the mobile search results.

| | |
|---|---|
| Always | 5% |
| **Frequently** | **35%** |
| Sometimes | 42% |
| Rarely | 15% |
| Never | 3% |

Google | Think Insights

google.com/think

# CONSUMERS ACROSS ALL VERTICALS ARE LIKELY TO USE CLICK TO CALL

## % who would be likely to call if the capability was available in a smartphone search result

73%   71%   70%   60%   58%   55%   48%

Auto   Restaurant   Local Services   Tech   Finance   Travel   Retail

# GETTING ANSWERS QUICKLY AND MORE ACCURATE INFORMATION
# ARE THE LEADING MOTIVATIONS FOR USING CLICK TO CALL

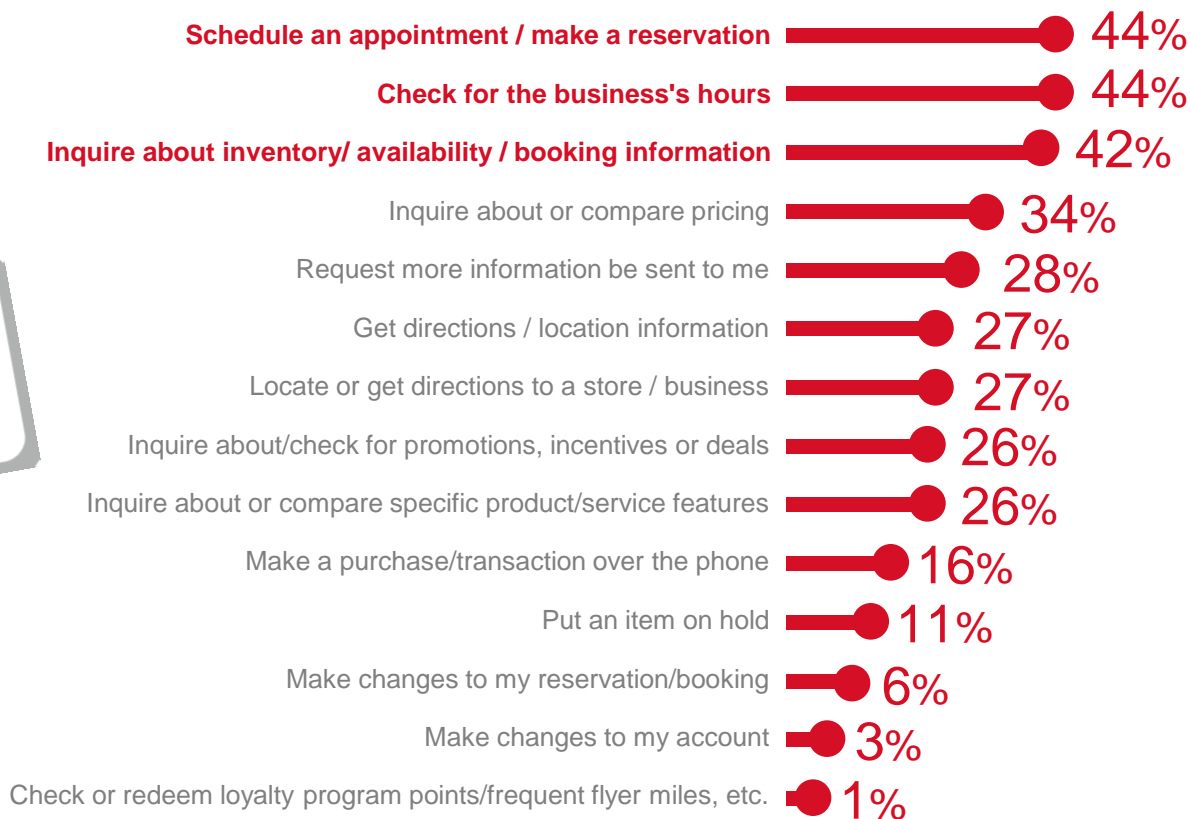Reasons for calling a business as opposed to using a website or other means

| To quickly get an answer / accomplish my goal | 55% |
| To get more accurate information than can be found from other sources | 39% |
| To talk to a real person | 35% |
| It's convenient | 35% |
| To accomplish something that can't be done through the business's website | 27% |
| I have more questions or need more information than a website can answer | 25% |
| The product or service is expensive, and therefore a conversation is required | 9% |

Google | Think Insights

# PEOPLE ACCOMPLISH A WIDE VARIETY OF TASKS VIA PHONE CALLS

## % who call a business directly from a search for each task

| Task | % |
|------|---|
| **Schedule an appointment / make a reservation** | **44%** |
| **Check for the business's hours** | **44%** |
| **Inquire about inventory/ availability / booking information** | **42%** |
| Inquire about or compare pricing | 34% |
| Request more information be sent to me | 28% |
| Get directions / location information | 27% |
| Locate or get directions to a store / business | 27% |
| Inquire about/check for promotions, incentives or deals | 26% |
| Inquire about or compare specific product/service features | 26% |
| Make a purchase/transaction over the phone | 16% |
| Put an item on hold | 11% |
| Make changes to my reservation/booking | 6% |
| Make changes to my account | 3% |
| Check or redeem loyalty program points/frequent flyer miles, etc. | 1% |

# THE TASKS ACCOMPLISHED VIA CLICK TO CALL VARY BY INDUSTRY

## % who may call a business directly from a search for each task

|  | Restaurant | Finance | Auto | Local | Travel | Retail | Tech |
|---|---|---|---|---|---|---|---|
| Schedule an appointment/make a reservation | 54% | **43%** | **52%** | **62%** | 34% | 28% | 35% |
| Check for the business's hours | **58%** | 36% | 51% | 51% | 27% | 43% | 39% |
| Inquire about inventory / services offered / availability | 36% | 30% | 48% | 47% | 30% | **45%** | **56%** |
| Inquire about or compare pricing | 25% | 34% | 49% | 50% | 26% | 27% | 28% |
| Request more information be sent to me | 25% | 32% | 30% | 37% | 28% | 21% | 26% |
| Get directions / location information | 33% | 24% | 23% | 30% | 31% | 26% | 21% |
| Locate or get directions to a store / business | 28% | 25% | 28% | 30% | 23% | 31% | 23% |
| Inquire about/check for promotions, incentives or deals | 16% | 31% | 32% | 25% | 25% | 22% | 30% |
| Inquire about or compare specific product/service features | - | 34% | 31% | 40% | 22% | 24% | 30% |
| Make a purchase / transaction over the phone | 21% | 18% | 12% | 20% | 19% | 11% | 14% |
| Put an item on hold | - | - | 18% | - | 15% | 25% | 21% |
| Make changes to my reservation/booking | - | - | - | - | **45%** | - | - |
| Make changes to my account | - | 21% | - | - | - | - | - |
| Check or redeem loyalty program points/frequent flyer miles, etc. | - | - | - | - | 9% | - | - |

# CLICK TO CALL FUNCTIONALITY IS MOST IMPORTANT DURING THE PURCHASE PHASE

## % who find it extremely/very important to be able to call the business during each phase of decision-making
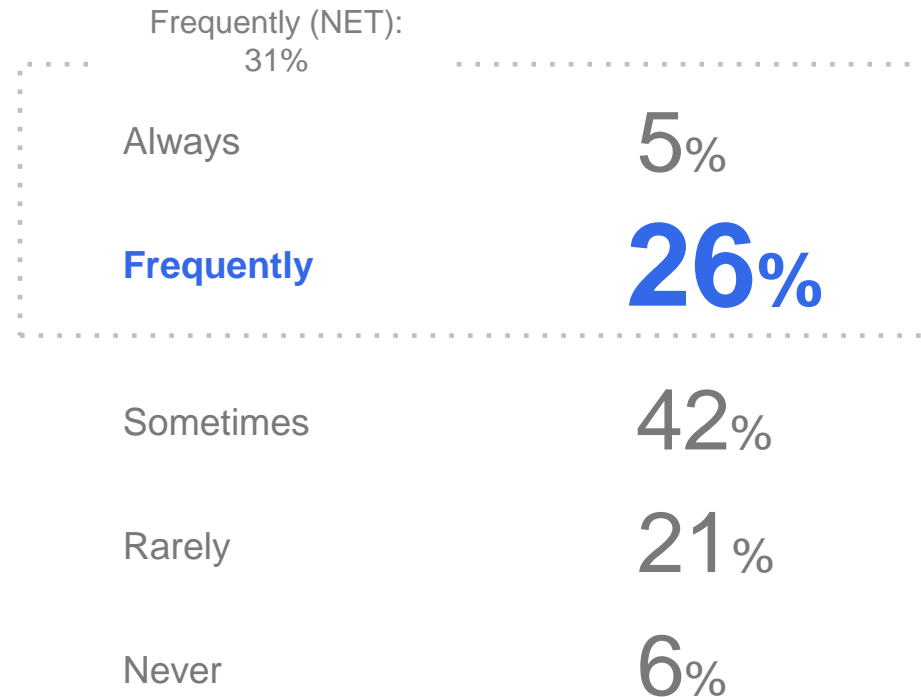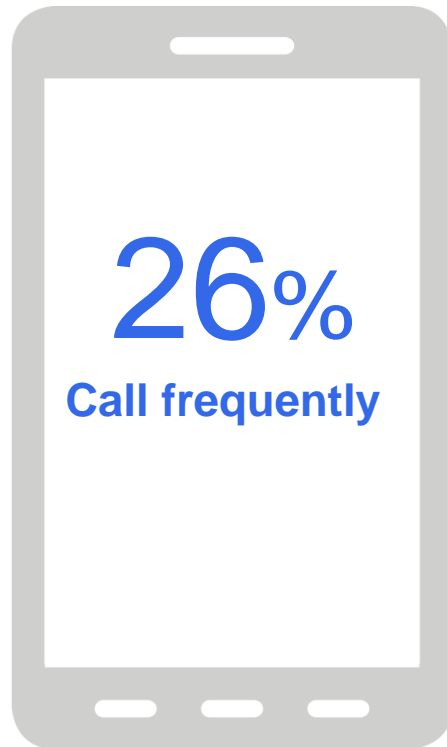
**20%**

**34%**

**39%**

**31%**

**INSPIRATION**

The time when you realised you needed to purchase

**RESEARCH**

The time when you actively looked and researched your purchase

**PURCHASE**

The time when you purchased

**POST**

Any behavior you may have participated in after you purchased

Google | Think Insights

google.com/think

# CONSUMERS CALL MORE FREQUENTLY WHEN THEY ARE READY TO MAKE A PURCHASE

## % who call a business when specifically looking to make a purchase or transaction

**26%**
**Call frequently**

Frequently (NET): 31%

| | |
|---|---|
| Always | 5% |
| **Frequently** | **26%** |
| Sometimes | 42% |
| Rarely | 21% |
| Never | 6% |

# PRICE IS AN IMPORTANT FACTOR IN DETERMINING WHETHER A CONSUMER PREFERS TO CALL BEFORE MAKING A PURCHASE

Mean price point at which one would be more likely to call a business for a purchase/transaction

Highest price threshold

| Category | Price |
|----------|-------|
| AUTO | $879 |
| FINANCE | $311 |
| TRAVEL | $168 |
| RETAIL | $148 |
| TECH | $133 |
| LOCAL | $130 |
| RESTAURANT | $39 |

Google | Think Insights

google.com/think

# LACK OF A CALL BUTTON CAN DAMAGE CONSUMER'S PERCEPTION OF A BUSINESS

% who say the following statements describe how they feel when unable to call a business directly from the search results on their smartphone

No call button?

**More likely to explore other brands** — 39%

**Frustrated or annoyed** — 38%

Less likely to use the brand/company in future — 35%

Less likely to recommend the brand/company — 35%

Disappointed in the brand or company — 33%

Doesn't affect how I view the brand or company — 30%

Less trusting of the brand or company — 26%

Google | Think Insights

Less likely to use the brand/company in future

google.com/think

# 88% OF MOBILE SEARCHERS CONSIDER CALL LENGTH TO BE IMPORTANT

Ideal length of the phone call, including wait time, for purchase/transactions or business related information

Restaurant
2.7

Retail
3.7

Tech
4.0

Travel
4.1

Local
4.4

Auto
4.4

Finance
4.7

minutes

4.0
Overall average call length

# CALLS DRIVEN BY SEARCH ADS ARE SUBSTANTIVE AND VALUABLE FOR BUSINESSES

## 72%

of clicks on a mobile search ad call button last longer than 30 seconds

## 6 minutes

Average length of calls driven from search ads

Google | Think Insights          **[GOOGLE US INTERNAL DATA]**          google.com/think

# THE ADDITION OF A CALL BUTTON INCREASES OVERALL SEARCH AD PERFORMANCE

# 8%

Increase in ad click-through rate when call extensions are enabled

Google | Think Insights          **[GOOGLE US INTERNAL DATA]**          google.com/think

# CLICK TO CALL DRIVES MILLIONS OF CALLS FOR ADVERTISERS EVERY MONTH
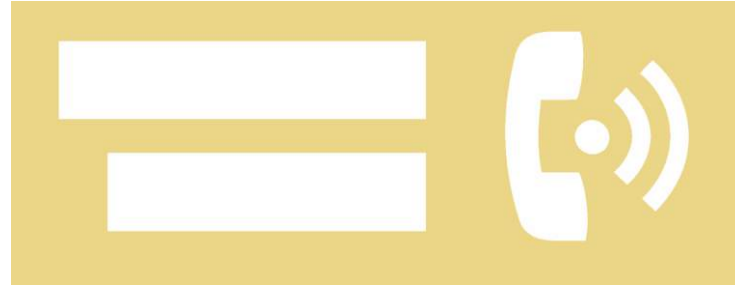
On average,

# 40 million

calls are driven by Google ads each month

Google | Think Insights

**[GOOGLE US INTERNAL DATA]**

google.com/think
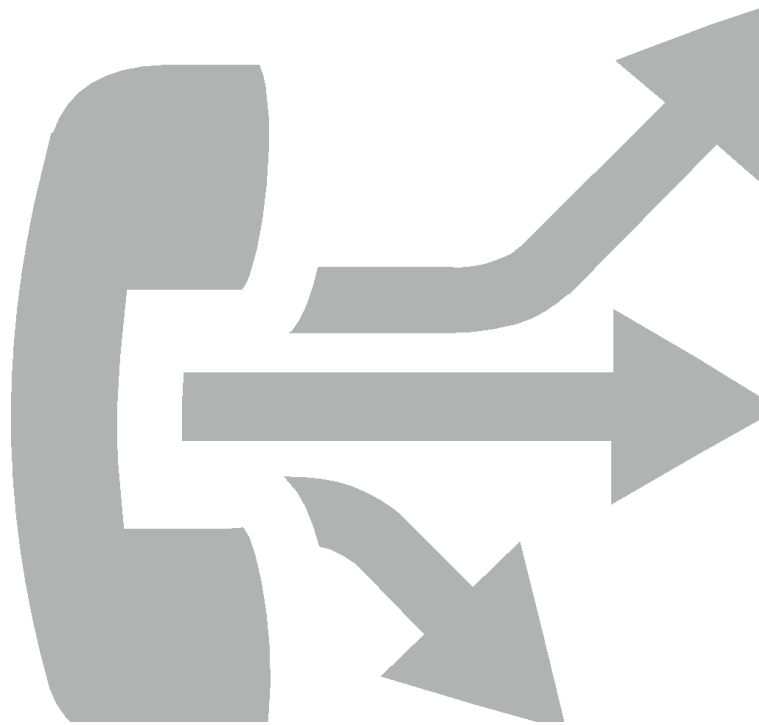
# Implications for businesses
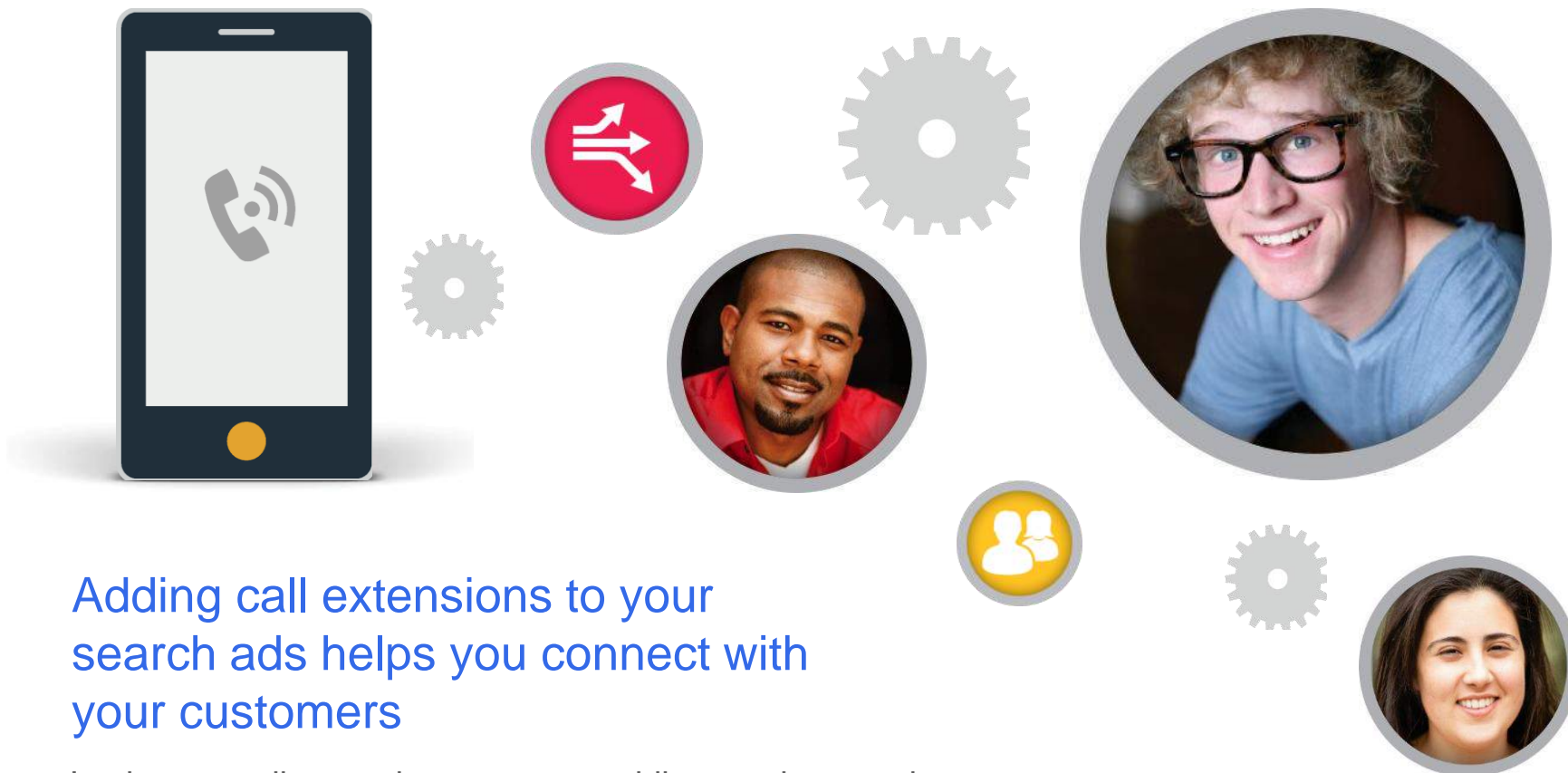
# Adding call extensions to your search ads helps you connect with your customers

Implement call extensions on your mobile search campaigns.
With call extensions you gain access to call specific reporting metrics such as call duration and caller area codes.

You can also use call scheduling to make sure that call extensions are only showing up at times when it's strategic for your business.

# Calls are an important mobile conversion path and should be measured accordingly.
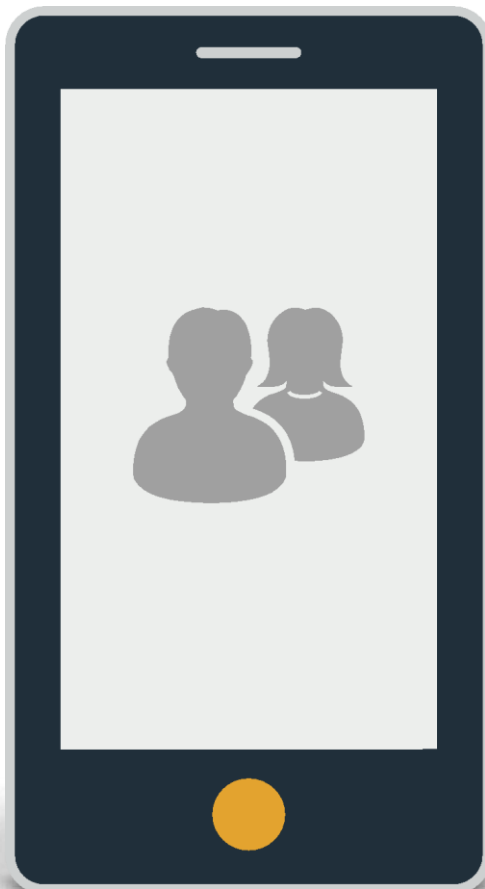
Track calls as conversions to measure the full value of your mobile campaigns.
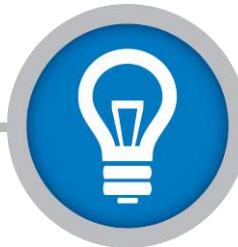
Optimise your campaigns to increase phone call conversions. Identify keywords and ads that are driving a large volume of phone calls and implement conversion-based bidding tools.

Attribute an estimated value to the calls you receive. With your company's average order value and the percentage of calls that are transactional in your industry, you can estimate the value of clicks from your call extensions. If driving phone calls is a valuable goal, you can increase your mobile bid modifier to ensure that your ads show up more often on mobile devices.

# Vertical Breakouts

# Auto

# OVER TWO-THIRDS OF AUTO SEARCHERS WOULD BE VERY LIKELY TO USE CLICK TO CALL FOR PARTS/SERVICES OR VEHICLES

% who would be extremely/very likely to call
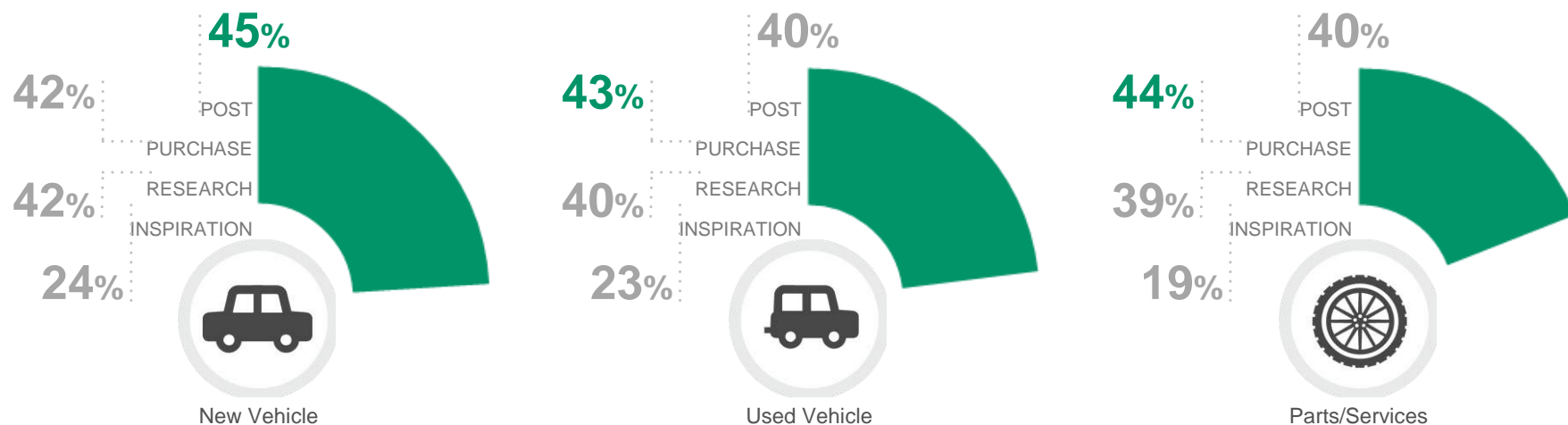if the call capability was available in smartphone search



Used
## 71%

Parts/Services
## 74%

New
## 71%
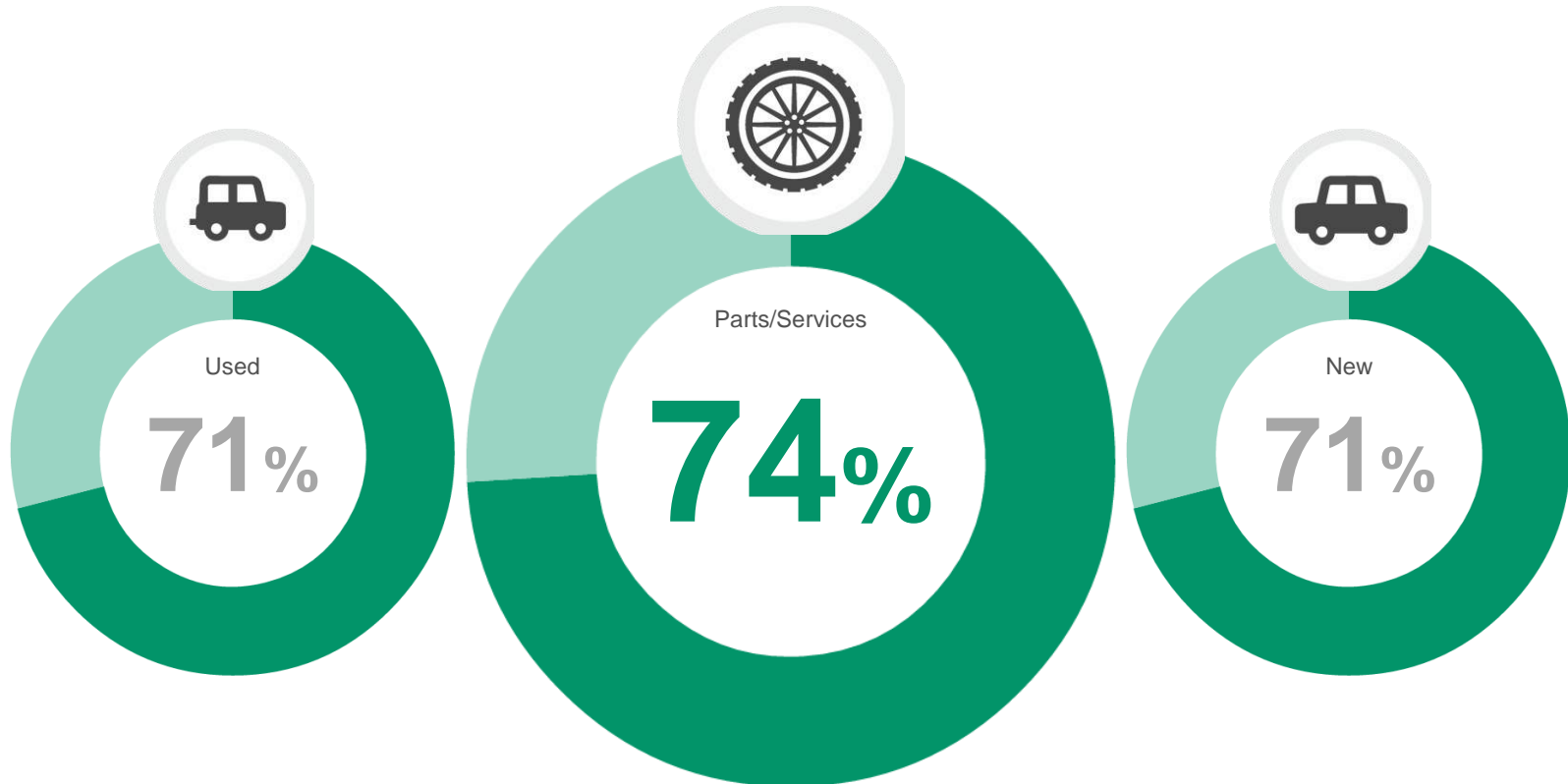
**BASE:** AUTO USERS/PURCHASERS
Q8 IS THE FIRST IN THE SET OF QUESTIONS BASED AMONG SUB-VERTICAL QUOTA ASSIGNMENTS.

**Q8.** IF YOU HAD BEEN CONDUCTING A SEARCH FOR [INSERT SUB-VERTICAL NAME] INFORMATION AND RECEIVED RESULTS ON YOUR SMARTPHONE SIMILAR TO THOSE SHOWN BELOW (BUT RELEVANT TO YOUR LOCATION AND SEARCH), HOW LIKELY WOULD YOU BE TO CALL A BUSINESS?  5PT SCALE FROM "NOT AT ALL LIKELY" TO "EXTREMELY LIKELY"; TOP 2 BOX SHOWN.

# OVERALL, 2 IN 5 FIND IT IMPORTANT TO BE ABLE TO CALL AN AUTO BUSINESS FROM RESEARCH THROUGH POST-PURCHASE STAGES

## % who find it extremely/very important to be able to call the business during each phase of decision-making

**45%**

42%  POST

42%  PURCHASE

RESEARCH

24%  INSPIRATION

New Vehicle

**43%**

40%  POST

PURCHASE

40%  RESEARCH

23%  INSPIRATION

Used Vehicle

**44%**

40%  POST

PURCHASE

39%  RESEARCH

19%  INSPIRATION

Parts/Services

**INSPIRATION**
The time when you realized you needed to purchase a vehicle or automobile part(s) or service(s). This is the moment you began dreaming or thinking about your desire to purchase but had not yet started shopping/researching.

**RESEARCH**
The time when you actively looked and researched your purchase (looking into price, makes/models, brands, stores, dealerships, etc.)

**PURCHASE**
The time when you purchased your vehicle, part(s) or service(s). This includes using the device while at the dealer or retailer.

**POST**
Any behavior you may have participated in **after** you purchased your vehicle, part(s), or service(s) (sharing your experience/photos, recommending to friends or family, writing a review, etc.)

# AUTO SEARCHERS WOULD USE CLICK TO CALL TO COMPARE/INQUIRE ABOUT PRICING OR INVENTORY

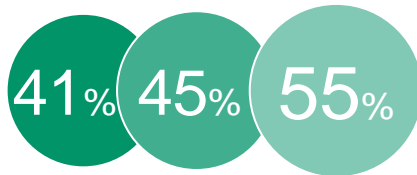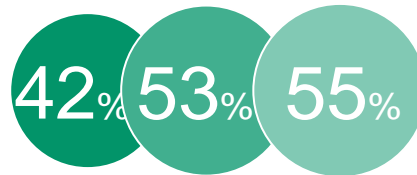% who may call a business directly from a search for each reason
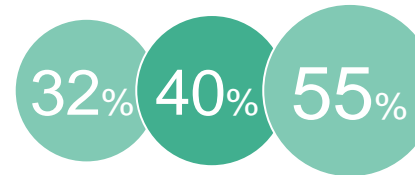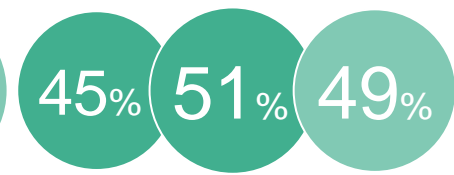
New Vehicle    Used Vehicle    Parts/Services

**41%  45%  55%**
Check for the business's hours

**42%  53%  55%**
Schedule an appointment/make a reservation

**32%  40%  55%**
Inquire about available inventory or services offered

**45%  51%  49%**
Inquire about or compare pricing

**24%  33%  28%**
Locate or get directions to a store/business

**25%  33%  32%**
Inquire about or compare specific product/service features

**26%  21%  23%**
Get directions/location information

**23%  34%  34%**
Inquire about/check for promotions, incentives or deals

**33%  28%  29%**
Request more information to be sent to me (e.g., brochure…)

**19%  16%  19%**
Put an item on hold

**15%  11%  11%**
Make a purchase/transaction over the phone

Google | Think Insights                                                    google.com/think

# Finance

# ABOUT THREE IN FIVE SEARCHERS FOR INVESTMENT INFORMATION WOULD PLACE A PHONE CALL FROM SEARCH IF GIVEN THE OPTION

% who would be extremely/very likely to call
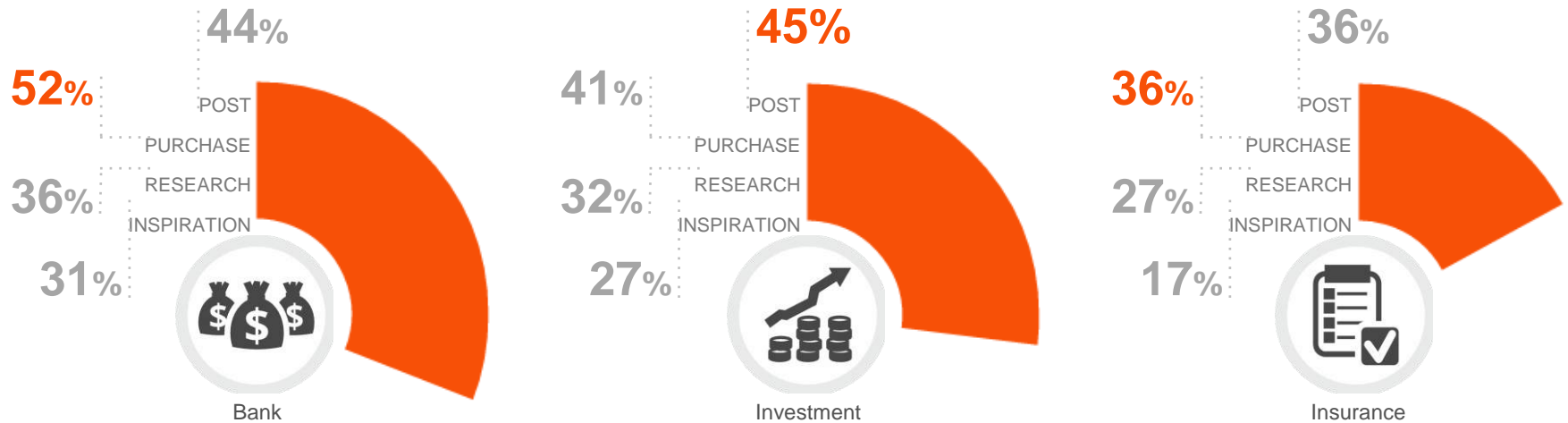if the call capability was available in smartphone search

Investment

**59**%

Bank Account

**62**%

Insurance

**56**%

# THE NEED TO CALL FOR A FINANCE SEARCH IS MOST IMPORTANT DURING THE PURCHASE AND POST-PURCHASE STAGES

## % who find it extremely/very important to be able to call the business during each phase of decision-making

### Bank
**52%**
44% POST
PURCHASE
36% RESEARCH
INSPIRATION
31%

Bank

### Investment
**45%**
41% POST
PURCHASE
32% RESEARCH
INSPIRATION
27%

Investment

### Insurance
**36%**
36% POST
PURCHASE
27% RESEARCH
INSPIRATION
17%

Insurance

---

**INSPIRATION**
The time when you realised you wanted or needed to make a finance-related transaction or purchase (perhaps prompted or triggered by a specific event). This is the moment you began dreaming or thinking about your desire to transact or purchase but had not yet started shopping/researching.

**RESEARCH**
The time when you actively looked and researched your account or financial transaction/purchase (looking into price, interest rates, services, etc.)

**PURCHASE**
The time when you opened your account or made a financial transaction/purchase. This includes using the device while at a bank or financial institution.

**POST**
Any behavior you may have participated in **after** you opened your account or made a financial transaction/purchase (sharing your experience, recommending to friends or family, writing a review, etc.)

Google | Think Insights

google.com/think

# OVERALL, OVER A THIRD WOULD CALL A FINANCIAL BUSINESS TO CHECK BUSINESS HOURS

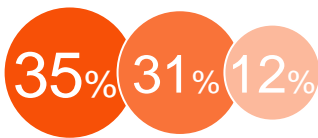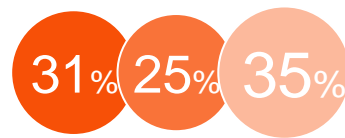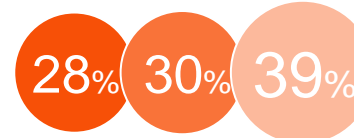% who may call a business directly from a search for each reason
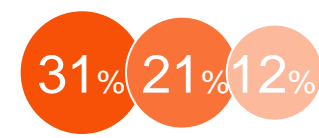
Bank  Investment  Insurance

**35%** **31%** **12%**
Make changes to my account

**31%** **25%** **35%**
Request more information to be sent to me (e.g., brochure…)

**28%** **30%** **39%**
Inquire about or compare pricing

**31%** **21%** **12%**
Make a purchase/transaction over the phone

**44%** **43%** **42%**
Schedule an appointment/make a reservation

**39%** **30%** **33%**
Inquire about or compare specific product/service features

**25%** **24%** **36%**
Inquire about/check for promotions, incentives or deals

**30%** **34%** **29%**
Inquire about available inventory or services offered

**40%** **32%** **37%**
Check for the business's hours

**29%** **25%** **22%**
Get directions/location information

**31%** **26%** **22%**
Locate or get directions to a store/business

# APPENDIX

# PHASES OF THE DECISION-MAKING PROCESS

**RESTAURANT:**
**1. Inspiration:** When you started thinking about visiting or ordering from a restaurant; when you were inspired by an occasion that would prompt visiting or ordering from a restaurant.
**2. Research:** The time when you actively looked and researched your restaurant plans (looking into menus, prices, reviews, etc.).
**3. Purchase/Ordering:** The time when you placed an order for food or beverages at a restaurant.
**4. Experiencing:** Any behavior you may have participated in **during** your visit or meal (uploading photos, "checking in" at the restaurant via a social network, etc.).
**5. Post Experience:** Any behavior you may have participated in **after** you bought at a restaurant (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

**FINANCE**
**1. Inspiration:** The time when you realised you wanted or needed to make a finance-related transaction or purchase (perhaps prompted or triggered by a specific event). This is the moment you began dreaming or thinking about your desire to transact or purchase but had not yet started shopping/researching.
**2. Research:** The time when you actively looked and researched your account or financial transaction/purchase (looking into price, interest rates, services, etc.).
**3. Purchase:** The time when you opened your account or made a financial transaction/purchase. This includes using the device while at a bank or financial institution.
**5. Post Purchase:** Any behavior you may have participated in **after** you opened your account or made a financial transaction/purchase (sharing your experience, recommending to friends or family, writing a review, etc.).

**AUTO**
**1. Inspiration:** The time when you realised you needed to purchase a vehicle or automobile part(s) or service(s). This is the moment you began dreaming or thinking about your desire to purchase but had not yet started shopping/researching.
**2. Research:** The time when you actively looked and researched your purchase (looking into price, makes/models, brands, stores, dealerships, etc.).
**3. Purchase:** The time when you purchased your vehicle, part(s) or service(s). This includes using the device while at the dealer or retailer.
**5. Post Purchase:** Any behavior you may have participated in **after** you purchased your vehicle, part(s), or service(s) (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

**LOCAL**
**1. Inspiration:** The time when you realised your need for a local service (e.g., real estate, legal, plumber or home service). This is the moment you began dreaming or thinking about your need for a real estate, legal, plumber or home service but had not yet started researching.
**2. Research:** The time when you actively looked and researched local services (looking into prices, companies, locations and other service options).
**3. Purchase:** The time when you committed to paying for your local service.
**5. Post Purchase:** Any behavior you may have participated in after you used your local service (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

**TRAVEL**
**1. Inspiration:** The time when you identified you wanted or needed to book travel; when you started thinking about taking a trip or when you were inspired or prompted by an event that you needed to attend.
**2. Research:** The time when you actively looked and researched your trip or travel plans (looking into destinations, prices, travel times, etc.).
**3. Purchase/Booking:** The time when you booked your trip
**4. Experiencing/Traveling:** Any behavior you may have participated in **during** your trip (looking for a restaurant, uploading photos, status messaging about your trip, etc.).
**5. Post Traveling:** Any behavior you may have participated in **after** you took your trip (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

**RETAIL/TECH**
**1. Inspiration:** The time when you realised you wanted or needed to purchase a retail or technology product; when you started thinking about your purchase or when you were inspired or prompted by an event that you needed to make the purchase for.
**2. Research:** The time when you actively looked and researched your purchase (looking into price, styles, features, etc.).
**3. Purchase:** The time when you purchased your item or service.
**5. Post Purchase:** Any behavior you may have participated in **after** you purchased your item or service (sharing your experience/photos, recommending to friends or family, writing a review, etc.).