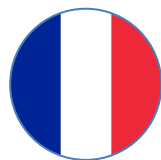# The Role of Click to Call
In the Path to Purchase

France Results
March 2015

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 France. The study explored behaviors within the context of 6 different Google verticals: Travel, Restaurant, Finance, Retail, Technology, and Auto.

Methodology

1,520 respondents were recruited and completed a 20 minute online survey between February 13th and February 18th, 2015. Respondents met the following criteria for inclusion in this research:

- France 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
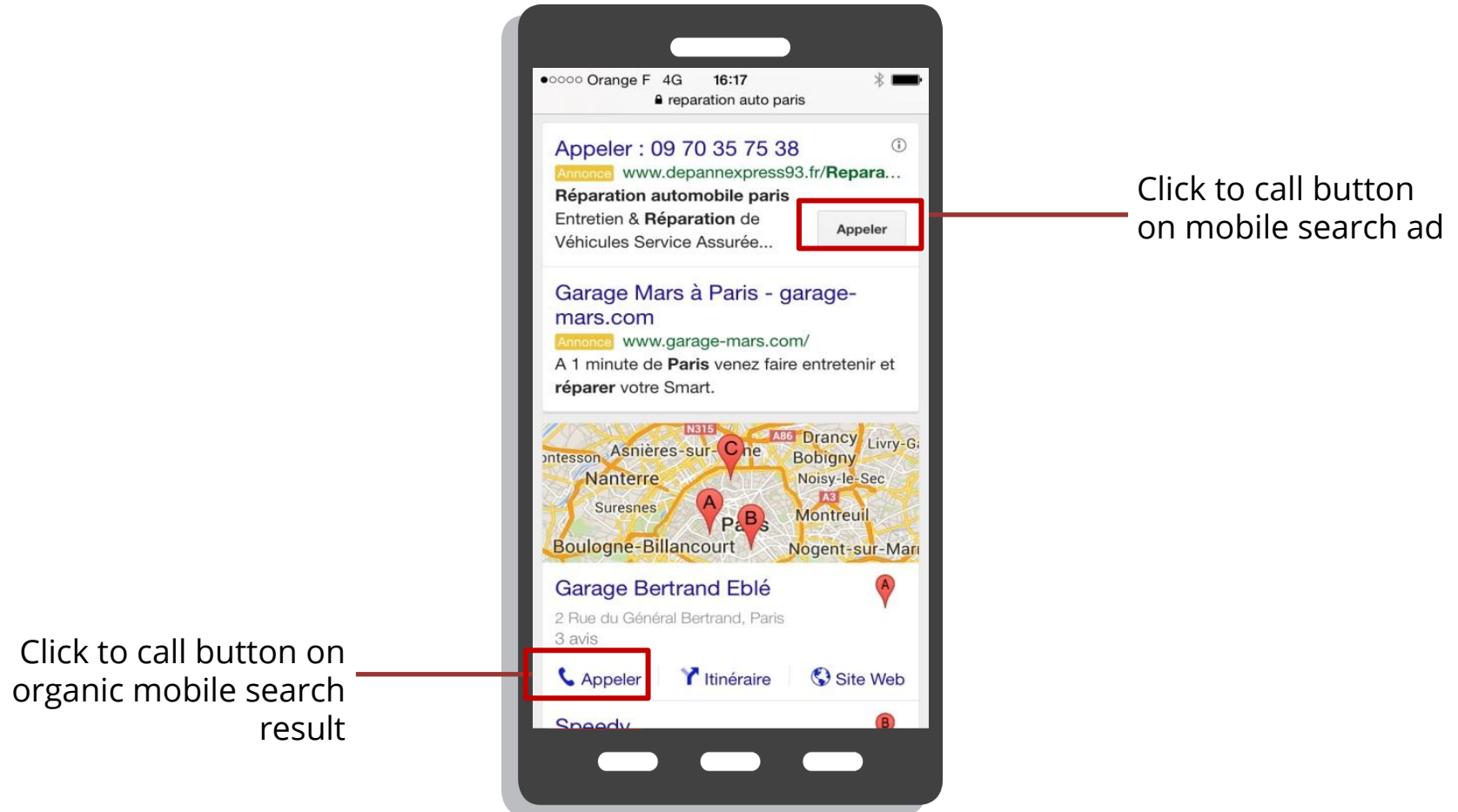
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KEY FINDINGS

Two in three mobile searchers expect to be able to call a business directly from a search result

19% of mobile searcher who ever call a business during their decision-making process use click to call, with the need to quickly get an answer or to get a more accurate answer than the website

These calls are valuable

40% 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

A quarter 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 and they will feel frustrated and annoyed

MORE THAN 1 MOBILE SEARCHER OUT OF 3 IS AWARE OF ADDITIONAL INFORMATION DISPLAYED IN SEARCH RESULTS

The company's name

Some customers' opinions and comments
Other related products or services
Some special deals or offers

Some legal information about the company
A telephone number

The company's products or services
The company's website
Amazon

Its opening times
Google
Some advertisements

A postal address
Its products or services' prices
An itinerary, a map or a location

Some contact details

36%

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

Top 3 mentions

The company's name	**34**%
Some advertisements	**20**%
Some legal information about the company *(type of activity, size, sales achieved,...)*	**17**%

CLICK TO CALL IS A USEFUL FEATURE
FOR A MAJORITY OF MOBILE SEARCHERS

52%

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

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

Always	**2%**
Frequently	**16%**
Sometimes	**47%**
Rarely	**29%**
Never	**6%**

AUTO AND RESTAURANT CONSUMERS ARE ESPECIALLY LIKELY TO USE CLICK TO CALL

% who would be likely to call if the capability was available in a smartphone search result
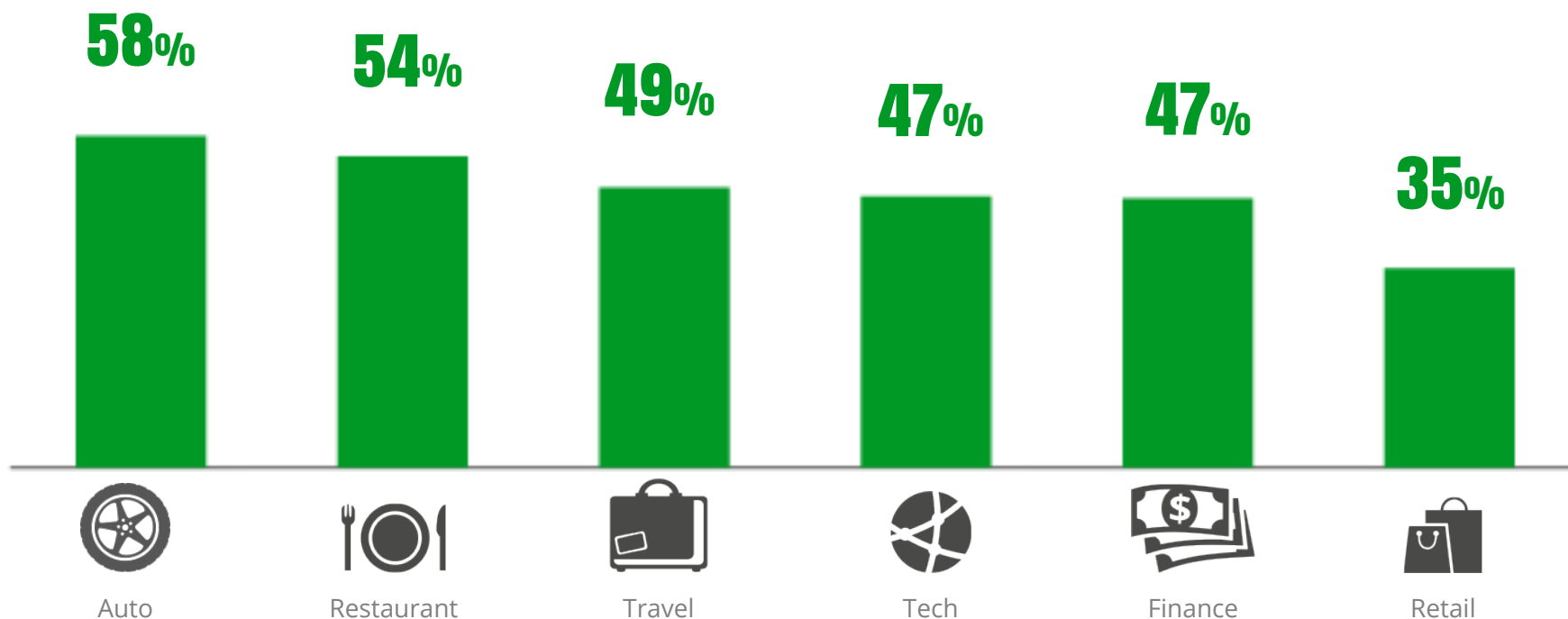
Auto	Restaurant	Travel	Tech	Finance	Retail
58%	54%	49%	47%	47%	35%

GETTING ANSWERS QUICKLY AND MORE ACCURATE AND MORE PRECISE INFORMATION THAN THE WEBSITE 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 — **50**%

To get more accurate information than can be found from other sources — **40**%

I have more questions or need more information than a website can answer — **40**%

It's convenient — **37**%

To accomplish something that can't be done through the business's website — **34**%

To talk to a real person — **33**%

The product or service is expensive, and therefore a conversation is required — **7**%

Google | Think Insights

Being able to call a business directly from search results is...

Easy to use

Time-Saving

Efficient

Smart

Overwhelms my search results

Unnecessary

Intrusive

Fast Helpful

Essential Useful Innovative

THE CALL FUNCTION IS REQUIRED FOR HOTEL BOOKINGS AND BANK ACCOUNT SERVICES

Being able to call the business directly from search results is essential for...
% Must have

16	21	32	26	19	17	22
Quick service or pizza restaurant	Casual or fine dining restaurant	Bank account services	Insurance	Investment account services	Auto parts or services	New or used vehicle

RESTAURANT   FINANCE   AUTO

34	23	23	16	12	10	8	26	11	15
Hotel	Holiday trip	Rental Car	Air travel	Cruise	Home goods	Clothing, shoes, accessories	Technology services	Electronics	Media or entertainment services or products

TRAVEL   RETAIL   TECH

BASE: TOTAL RESPONDENTS (1520)
Q7. LISTED BELOW ARE VARIOUS PRODUCTS YOU MAY PURCHASE OR SERVICES THAT YOU MAY USE. FOR EACH OF THE FOLLOWING, HOW IMPORTANT IS IT TO HAVE THE ABILITY TO BE ABLE TO CALL THE BUSINESS DIRECTLY FROM YOUR SEARCH RESULTS AS YOU LOOK FOR INFORMATION ON EACH OF THE ITEMS ? PLEASE SELECT ONE FOR EACH PRODUCT/SERVICE.

PEOPLE ACCOMPLISH A WIDE VARIETY OF TASKS VIA PHONE CALLS

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

Task	%
Check for the business's hours	**46%**
Schedule an appointment / make a reservation	**43%**
Inquire about inventory/ availability / booking information	**42%**
Inquire about or compare pricing	31%
Request more information to be sent to me	27%
Inquire about/check for promotions, incentives or deals	24%
Inquire about or compare specific product/service features	24%
Locate or get directions to a store / business	21%
Put an item on hold	19%
Get directions / location information	15%
Make a purchase/transaction over the phone	14%
Make changes to my reservation/booking	9%
Make changes to my account	8%
Inquire booking or itinerary information	7%
Check or redeem loyalty program points/frequent flyer miles, etc.	0%

On average : **3 reasons** to call a business directly from search results

OPEN

THE TASKS ACCOMPLISHED VIA CLICK TO CALL VARY BY INDUSTRY

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

Task	Restaurant	Finance	Auto	Travel	Retail	Tech
Schedule an appointment/make a reservation	56%	**50%**	**59%**	36%	23%	31%
Check for the business's hours	**62%**	35%	51%	37%	**60%**	**48%**
Inquire about booking or itinerary information	-	-	-	37%	-	-
Inquire about or compare pricing	18%	34%	44%	32%	26%	32%
Request more information be sent to me	14%	32%	27%	34%	18%	27%
Get directions / location information	17%	14%	13%	17%	18%	12%
Locate or get directions to a store / business	27%	16%	21%	16%	30%	21%
Inquire about/check for promotions, incentives or deals	18%	25%	26%	24%	21%	28%
Inquire about or compare specific product/service features	-	34%	39%	18%	18%	27%
Make a purchase / transaction over the phone	15%	18%	8%	19%	6%	11%
Put an item on hold	-	-	31%	13%	47%	32%
Make changes to my reservation/booking	-	-	-	**49%**	-	-
Make changes to my account	-	30%	-	0%	-	-
Check or redeem loyalty program points/frequent flyer miles, etc.						

The main reason for each vertical is displayed in red

CLICK TO CALL FUNCTIONALITY IS MOST IMPORTANT DURING THE PURCHASE PHASE

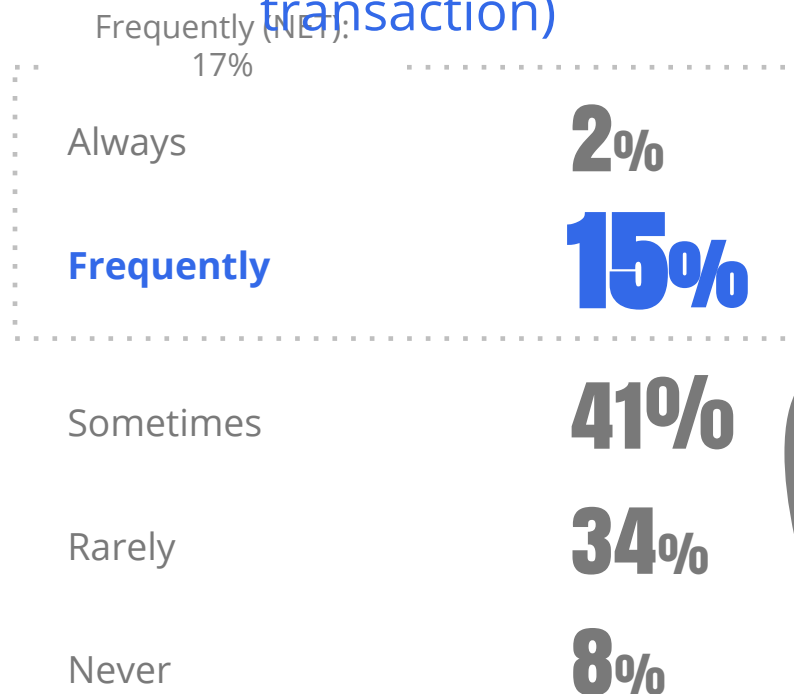## % who find it extremely/very important to be able to call the business during each phase of decision-making

40%

30%

26%

17%

INSPIRATION

The time when you realized 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

1 IN 5 CALL A BUSINESS, WHETHER THEY ARE LOOKING TO MAKE A PURCHASE/TRANSACTION OR SIMPLY TO GET INFORMATION

% who call a business when **looking for information** (but not necessarily to purchase or make a transaction)

Frequently (NET): 17%

Always	**2**%
Frequently	**15**%

Sometimes	**41**%
Rarely	**34**%
Never	**8**%

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

Frequently (NET): 21%

Always	**3**%
Frequently	**18**%

Sometimes	**42**%
Rarely	**30**%
Never	**7**%

IF THE WEBSITE REMAINS THE MAIN PATH TO INFORMATION, 1 MOBILE SEARCHER OUT OF 5 USES THE CALL FUNCTION

19%

of **mobile searchers**
who ever call a business during their decision-making process use the "Call" button

I search online, then go to the business website where I look for more information and eventually call the business — **53%**

I go directly to the business website to find a telephone number — **38%**

I search online, then click through to the business website to find a telephone number and call the business right away — **24%**

I search online, then click "Call" in the search results to call the business directly — **19%**

I find a telephone number for the business without the use of the Internet — **5%**

....HOWEVER, 2 MOBILE SEARCHERS OUT OF 3 EXPECT THE CLICK TO CALL FUNCTION TO BE AVAILABLE ON THEIR SEARCH RESULTS
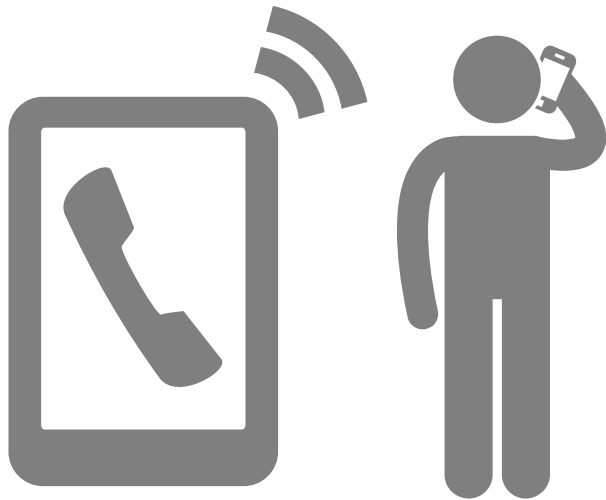
62%

of **mobile searchers** expect to be able to call a business directly from a search result

THE AVAILABILITY OF THE BUSINESS TOWARDS MOBILE SEARCHERS IS THE MOST IMPORTANT. THE CARACTERISTICS OF THE PRODUCT ARE SECONDARY IN THE DECISION TO CALL.

Reasons to call a business rather than using the website.

I am more likely to call if....

A freephone number is provided — **54%**

I can be called back — **38%**

The product is easily replaceable/returnable — **34%**

I am not very familiar with the product/service — **30%**

I have purchased or used the product/service previously — **24%**

THE AVAILABILITY OF THE BUSINESS TOWARDS MOBILE SEARCHERS IS THE MOST IMPORTANT. THE CARACTERISTICS OF THE PRODUCT ARE SECONDARY IN THE DECISION TO CALL.

	...the price of the product/service is low	... the product is easily replaceable/ returnable	I have purchased or used the product/service previously	I am very familiar with the product/service	A freephone number is provided	I can be called back
More likely to call if...	22%	34%	24%	22%	54%	38%
Equally likely to call in either instance	56%	44%	54%	49%	35%	51%
More likely to call if...	22%	22%	22%	30%	12%	12%
	...the price of the product/service is high	... the product is not easily replaceable/ returnable	I have **not** purchased or used the product/service previously	I am **not** very familiar with the product/service	A freephone number is **not** provided	I **cannot** be called back

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
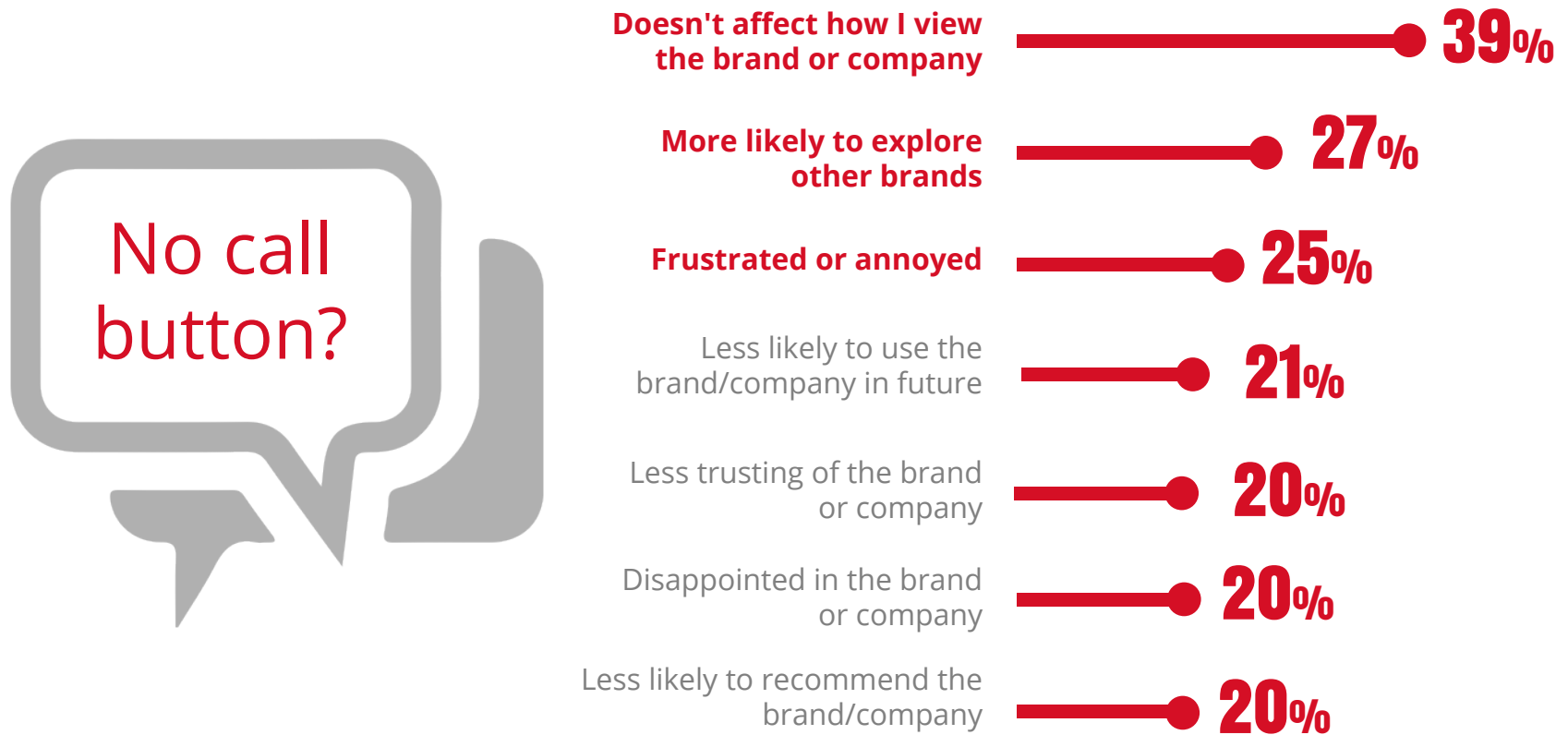
Highest price threshold

AUTO	1312€
FINANCE	454€
TRAVEL	338€
TECH	212€
RETAIL	174€
RESTAURANT	29€

LACK OF A CALL BUTTON CAN TRIGGER FRUSTRATION AND ANGER AND LEAD THE CONSUMER TO EXPLORE OTHER BRANDS

% who say the following statements describe how they feel when unable to call a business directly from the search results on their smartphone
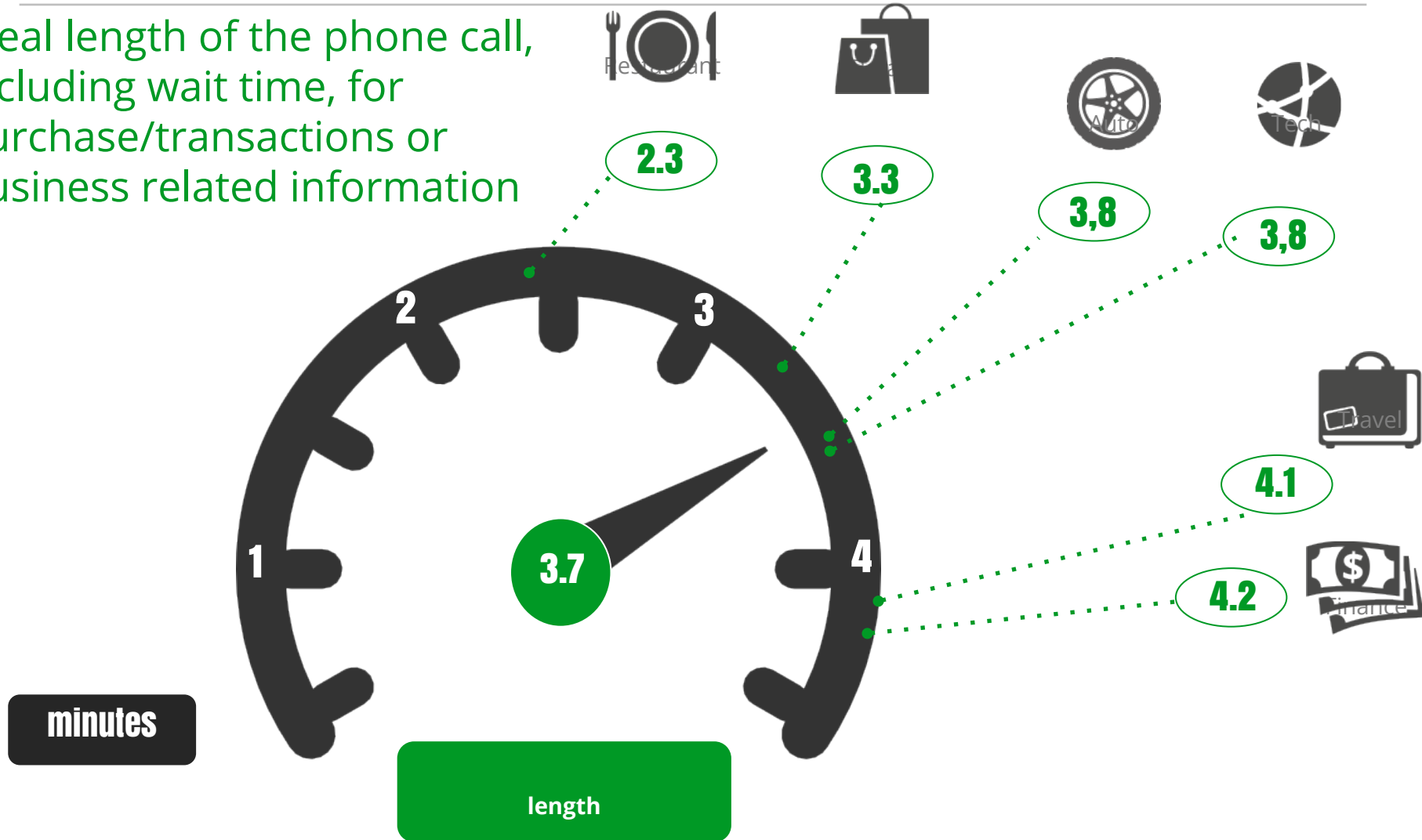
No call button?

Doesn't affect how I view the brand or company — **39%**

More likely to explore other brands — **27%**

Frustrated or annoyed — **25%**

Less likely to use the brand/company in future — **21%**

Less trusting of the brand or company — **20%**

Disappointed in the brand or company — **20%**

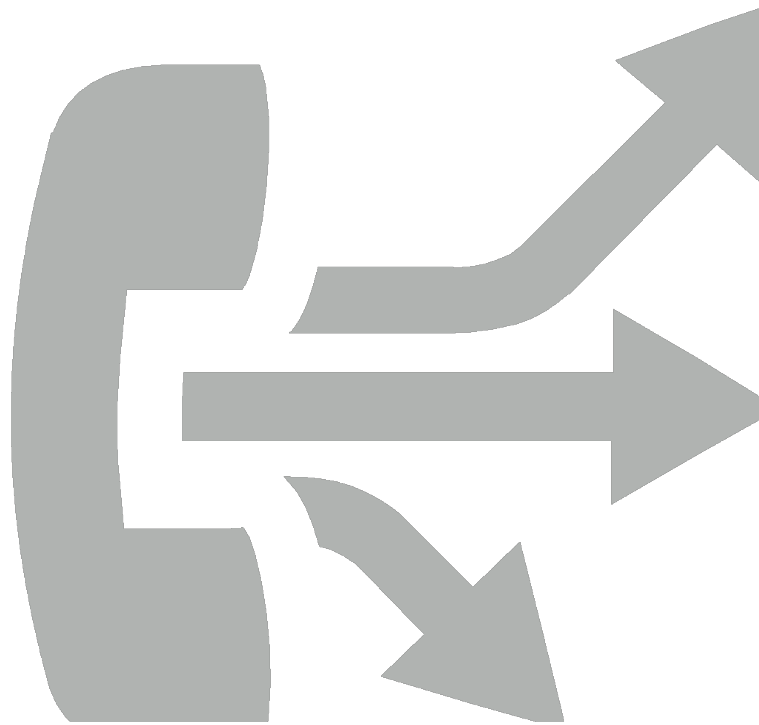Less likely to recommend the brand/company — **20%**

91% OF MOBILE SEARCHERS CONSIDER CALL LENGTH TO BE IMPORTANT. THIS CALL HAS TO LAST LESS THAN 4 MINUTES

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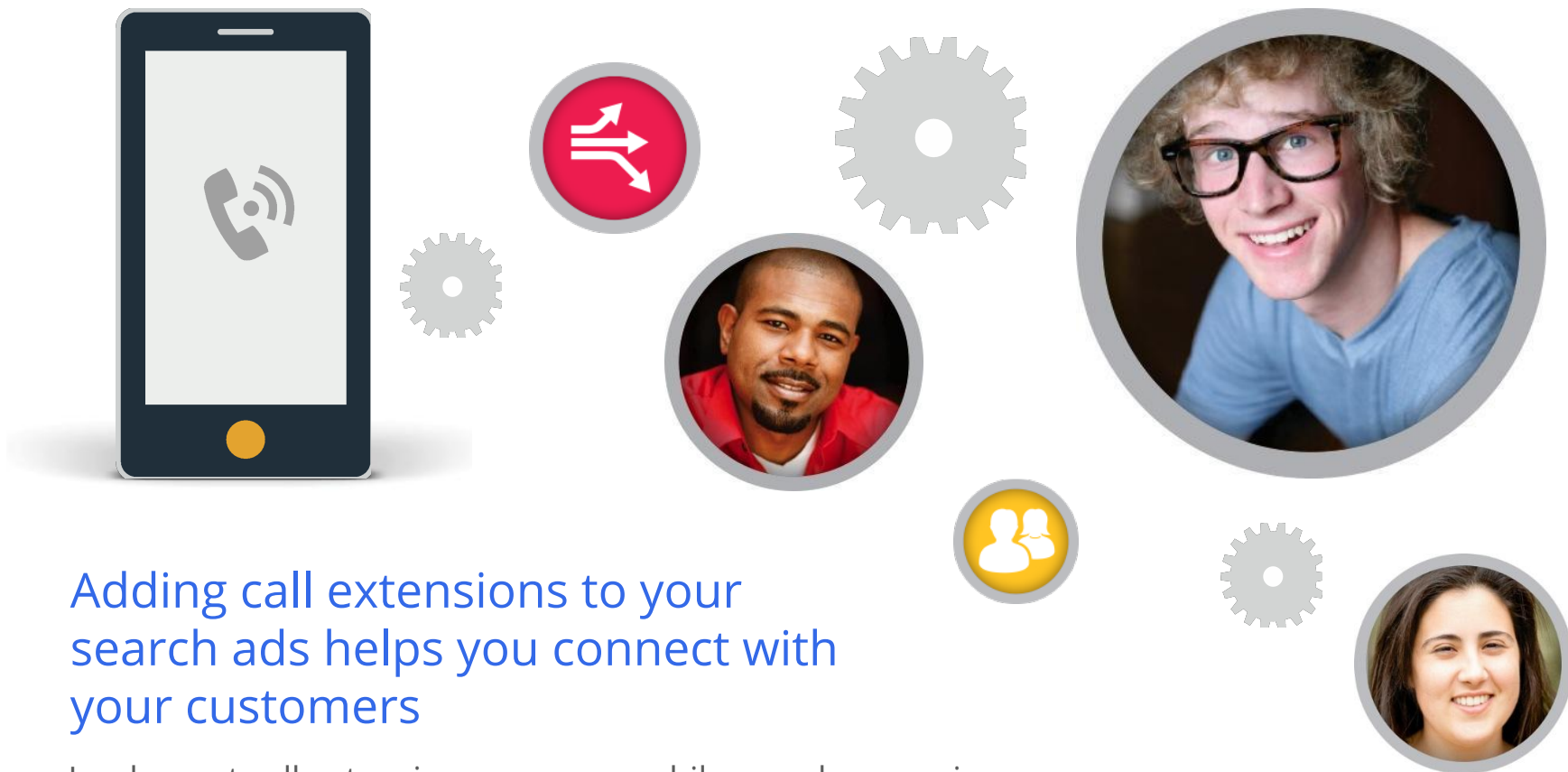

2.3 Restaurant

3.3 (Shopping)

3,8 Auto

3,8 Tech

4.1 Travel

4.2 Finance

3.7

2 3 1 4

minutes

length

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.
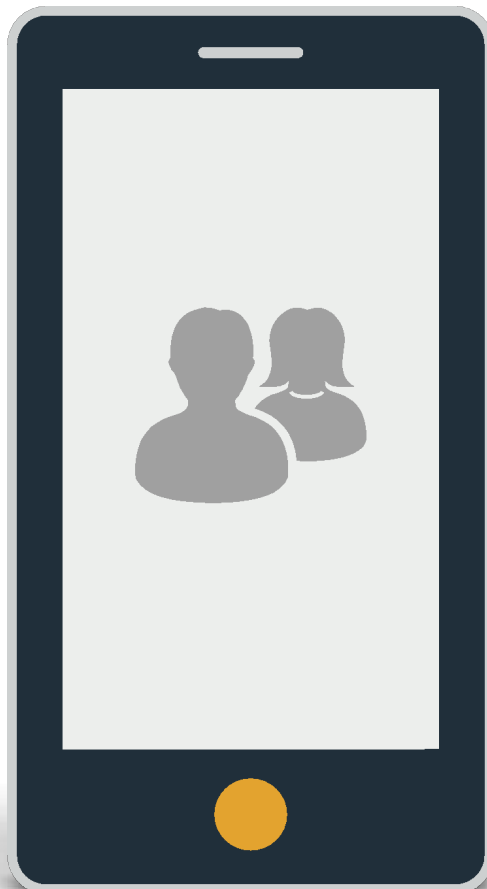
Track calls as conversions to measure the full value of your mobile campaigns.

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

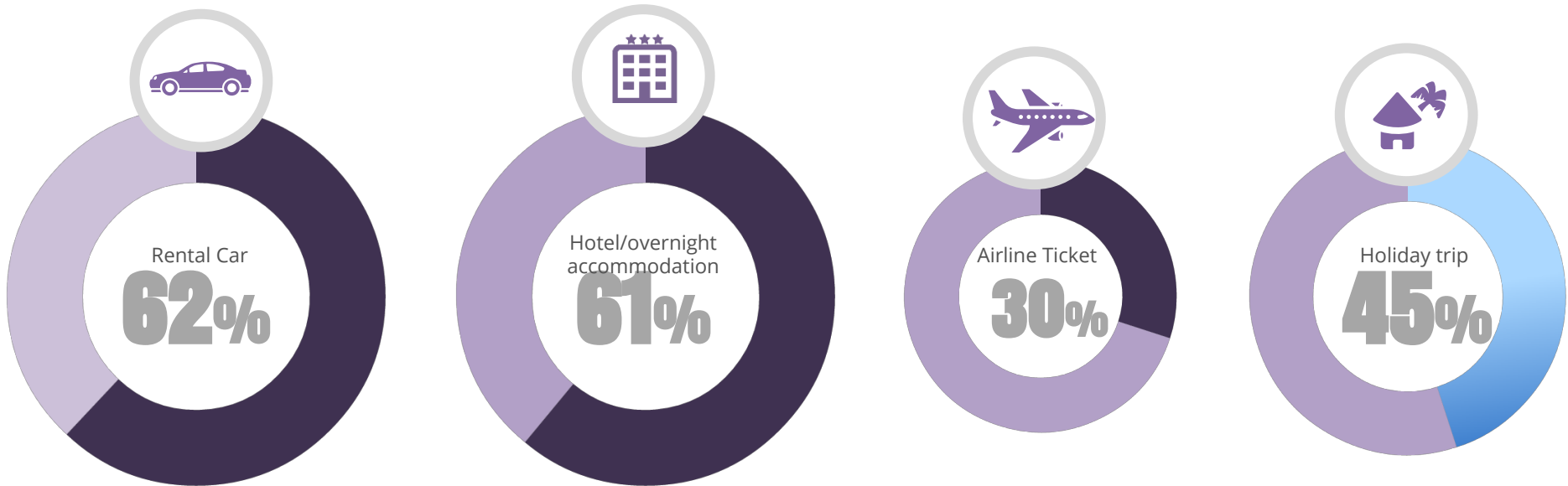# Travel

ALMOST TWO-THIRDS OF TRAVEL SEARCHERS WOULD BE LIKELY TO USE CLICK TO CALL FOR RENTAL CAR OR HOTEL

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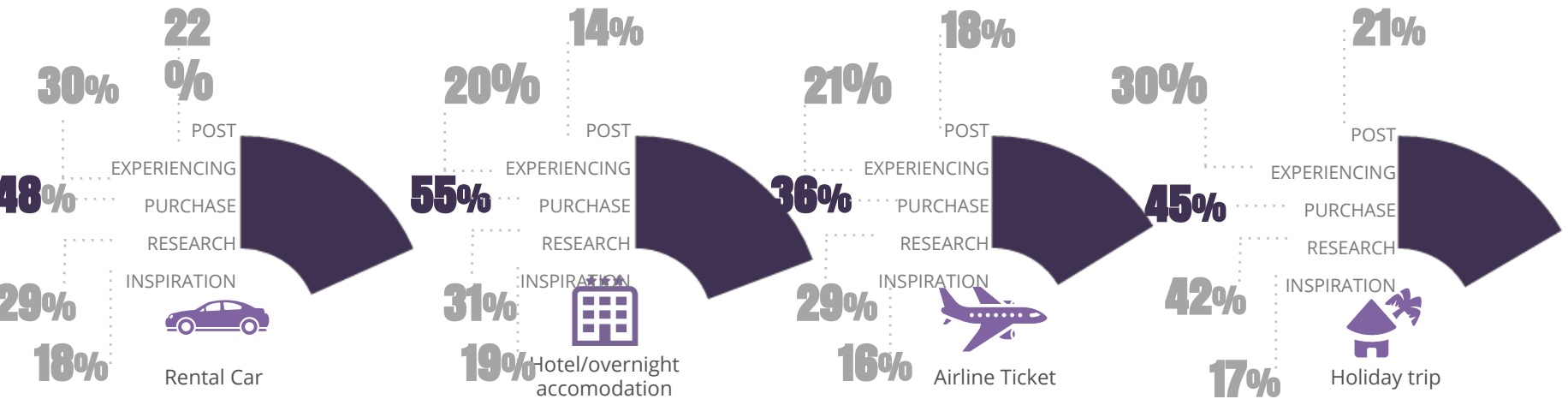if the call capability was available in smartphone search

Rental Car
62%

Hotel/overnight accommodation
61%

Airline Ticket
30%

Holiday trip
45%

ALMOST HALF CONSIDER IMPORTANT THE ABILITY TO CALL A TRAVEL BUSINESS DURING THE PURCHASE STAGE (A THIRD FOR THE RESEARCH STAGE).

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

Rental Car
- POST: 22%
- EXPERIENCING: 30%
- PURCHASE: 48%
- RESEARCH: 29%
- INSPIRATION: 18%

Hotel/overnight accomodation
- POST: 14%
- EXPERIENCING: 20%
- PURCHASE: 55%
- RESEARCH: 31%
- INSPIRATION: 19%

Airline Ticket
- POST: 18%
- EXPERIENCING: 21%
- PURCHASE: 36%
- RESEARCH: 29%
- INSPIRATION: 16%

Holiday trip
- POST: 21%
- EXPERIENCING: 30%
- PURCHASE: 45%
- RESEARCH: 42%
- INSPIRATION: 17%

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.

RESEARCH
The time when you actively looked and researched your trip or travel plans (looking into destinations, prices, travel times, etc.)

PURCHASE
The time when you booked your trip.

EXPERIENCING
Any behavior you may have participated in **during** your trip (looking for a restaurant, uploading photos, status messaging about your trip, etc.)

POST
Any behavior you may have participated in **after** you took the trip (sharing your experience/photos, recommending to friends or family, writing a review, etc.)

TRAVEL SEARCHERS WOULD USE CLICK TO CALL TO CHANGE OR INQUIRE INFORMATION ABOUT THEIR RESERVATION, CHECK THE BUSINESS HOUR OR REQUEST MORE INFORMATION TO BE SENT TO THEM

% who may call a business directly from a search for each reason
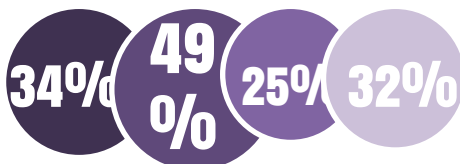
Rental Car — Hotel/overnight accommodation — Airline Ticket — Holiday trip

Check for the business's hours
61% 46% 19% 29%

Schedule an appointment/make a reservation
34% 49% 25% 32%

Inquire about booking or itinerary information
33% 41% 36% 37%

Inquire about or compare pricing
45% 30% 32% 23%

Locate or get directions to a store/business
30% 17% 8% 15%

Inquire about or compare specific product/service features
16% 16% 19% 19%

Get directions/location information
21% 21% 11% 14%

Inquire about/check for promotions, incentives or deals
32% 24% 20% 21%

Mae changes to my reservation/booking
36% 47% 56 53%
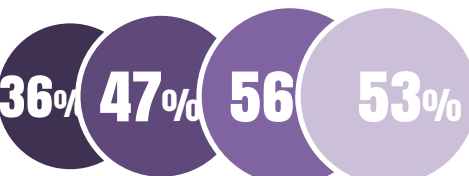
Request more information to be sent to me (e.g., brochure...)
29% 33% 34% 41%
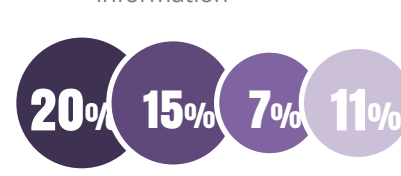
Put an item on hold
20% 15% 7% 11%

Make a purchase/transaction over the phone
30% 19% 18% 12%

BASE: TRAVEL USERS
Q10. WHEN THINKING ABOUT ALL OF THE SEARCHES YOU CONDUCT FOR [INSERT SUB-VERTICAL NAME] INFORMATION, WHICH OF THE FOLLOWING ARE REASONS WHY YOU MAY CALL A BUSINESS DIRECTLY? SELECT ALL THAT APPLY.
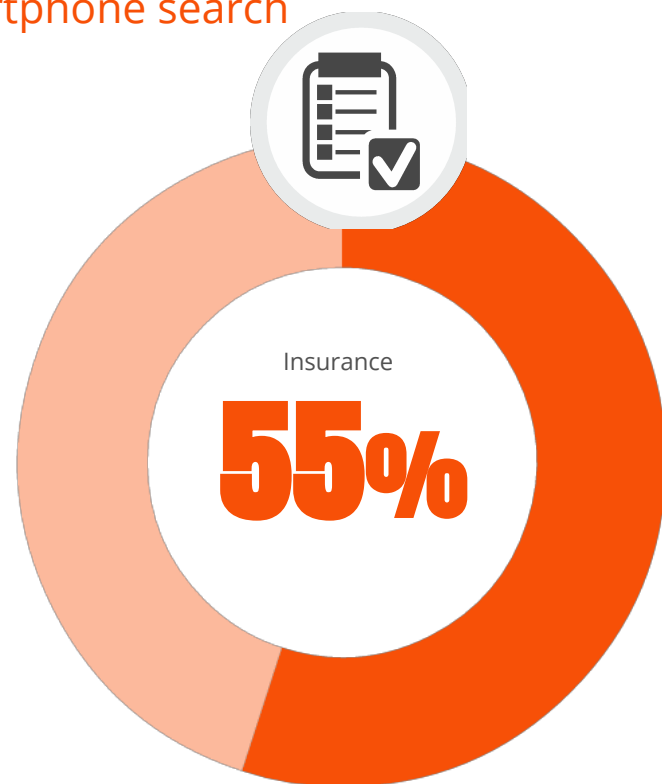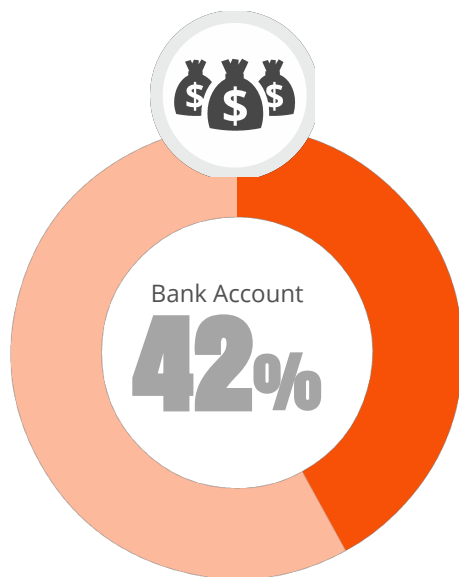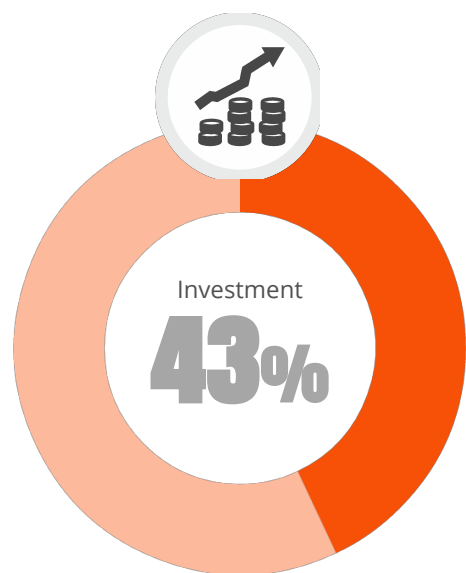
Finance

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

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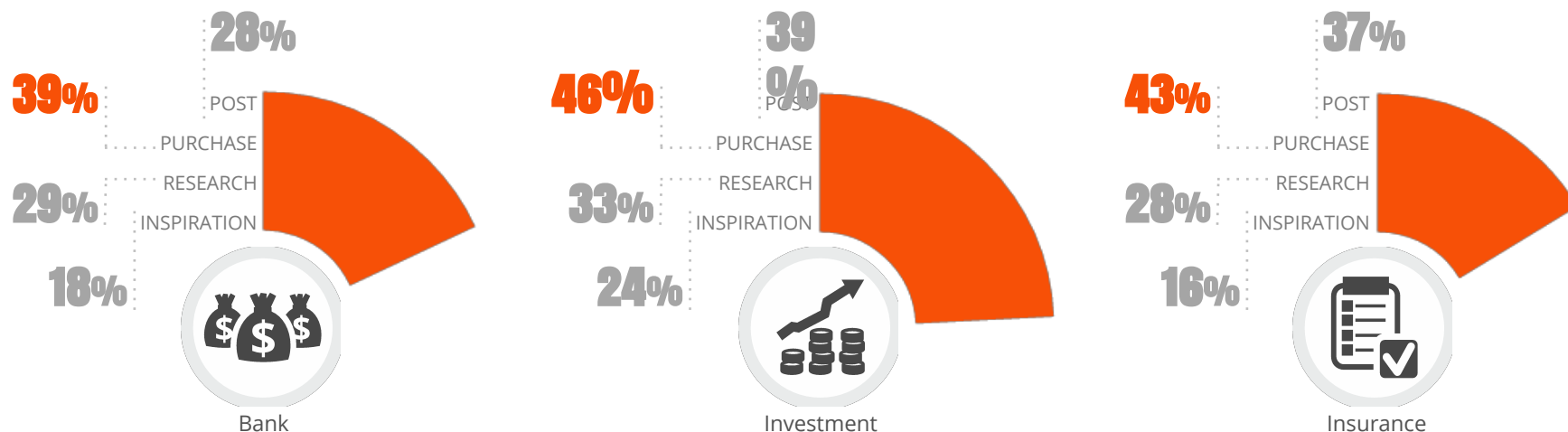if the call capability was available in smartphone search

Investment
43%

Bank Account
42%

Insurance
55%

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

39% POST
28% POST
PURCHASE
RESEARCH
29% INSPIRATION
18%

Investment

46% POST
39%
PURCHASE
RESEARCH
33% INSPIRATION
24%

Insurance

43% POST
37%
PURCHASE
RESEARCH
28% INSPIRATION
16%

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.)

OVERALL, HALF WOULD CALL A FINANCIAL BUSINESS TO SCHEDULE AN APPOINTMENT

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

Bank · **Investment** · **Insurance**

30% **33%** **30%**
Make changes to my account

28% **29%** **39%**
Request more information to be sent to me (e.g., brochure...)

25% **29%** **45%**
Inquire about or compare pricing

14% **18%** **22%**
Make a purchase/transaction over the phone

48% **42%** **55%**
Schedule an appointment/make a reservation

27% **36%** **39%**
Inquire about or compare specific product/service features

16% **31%** **30%**
Inquire about/check for promotions, incentives or deals

39% **27%** **35%**
Check for the business's hours

16% **15%** **11%**
Get directions/location information

16% **15%** **17%**
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.).

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.).