

MOBILE VOICE CPA: For Brands, Advertisers & Publishers

Brands, Advertisers and Publishers realize the value and the opportunity that is created when consumers are connected in **real time** with businesses. Telephone calls to a business continue to be rated as the **#1 most valuable lead source**. Talking to a potential customer in real time has significantly higher conversion rates at **5X greater than search based leads**. So to implement such a call strategy by enabling a consumer to initiate a call by simply clicking a button embedded in a mobile marketing campaign makes solid business sense. Now add to that a reliable performance tracking component and you have **Voice CPA**. Not only do you provide a convenient interaction mechanism, you also have qualified calls delivered to your call center and unprecedented reporting and analytics to track and access the performance of your campaign.

Clarity & Convenience

How Mobile Voice CPA Works

Mobile Voice CPA is a product that evolves legacy click-to-call (C2C) and mobile cost per acquisition (CPA) to the next level of performance based marketing.

Provides Direct & Convenient Consumer Interaction

In a targeted mobile campaign message a convenient Click2Talk™ button is embedded with a simple, concise call to action.



Delivers Prescreened Callers to Call Center Agents
Consumers take affirmative action by pressing the call button which indicates a real interest in the campaign content. So agents are assured of more than a casual interest in the product or service and know that they have a strong sales lead.

Measures, Reports and Analysis Campaign Performance

Each campaign is assigned a unique identifier which terminates on our platform, allowing accurate reporting of all calls.



While calls are being routed to the associated contact center, our reporting and analytics platform captures the date of the call, the party who called and the duration of the call.



All captured data can be viewed in real time 24X7 and accurate and consistent performance measurement criteria can be established for the campaign.



Benefits of Mobile Voice CPA

Mobile Voice CPA provides brands advertisers and publishers with a unique engagement tool for on the go mobile audiences. It provides the opportunity for direct and immediate interaction with consumers to optimize any targeted mobile campaign.

The product integrates seamlessly into any call center presenting prescreened callers to the call center agents who have initiated the call based on the call to action of the campaign.

This affirmative action ensures the brand or company product or services is already of interest to the consumer resulting in significantly higher conversion rates.

Proof of Performance

All calls processed by Mobile Voice CPA are consistently and accurately reported and analyzed on Triton's mass calling platform.

Data such as call dates, calling party, call duration and geographical location are collected and collated.

This allows meaningful performance based data to be captured so the effectiveness of the campaign can be established as well as providing a clear audit trail for agreed CPA performance criteria.

