



Click to Call For Mobile Ads

Click to Call Search Ad Formats at a Glance



Ad Format (listed alphabetically)	Availability	Can show with:	Description	Benefit
Call-only Creative	Global	Call Metrics, Location Extensions, Phone Extensions, Vanity Phone Numbers	Call-only Creative features a clickable phone number and an un-clickable display URL. A functional website URL is still required for this ad format.	Call-only Creative gives advertisers the flexibility to create campaigns solely focused on driving calls to their business.
Call Metrics	US only	Call-only Creative, Location Extensions, Phone Extensions	Call Metrics provide advertisers with call duration and caller area code information for phone leads generated by their AdWords campaigns. Since a dynamic Google Voice number is assigned to the ad, advertiser's actual destination phone number will not be visible and this feature will not work with Vanity Phone Numbers.	Call Metrics provides advertisers with a greater level of detail about phone leads generated by their AdWords campaigns.
Location Extensions	Country List in help center	Call-only Creative, Phone Extensions, Vanity Phone Numbers	Location Extensions enable advertisers to include a local business phone number and address in their mobile ads. The ad will display a clickable phone number and a clickable, expandable map with the advertiser's location.	Location Extensions help advertisers reach customers who are on-the-go and close to point of sale.
Phone Extensions	Global	Call Metrics, Call-only Creative, Location Extensions Vanity Phone Numbers,	Phone Extensions enable advertisers to include a national, business phone number in their mobile ads. The ad will display a national clickable phone number.	Phone Extensions help national advertisers drive calls to a central call center.
Vanity Phone Numbers	US only	Call-only Creative, Location Extensions, Phone Extensions	An enhancement to Phone Extensions, Vanity Phone Numbers let advertisers display an alphanumeric phone number in their mobile ad e.g. 1-800-VENDING. Note that Vanity Phone Numbers are not compatible with Call Metrics.	Vanity Phone Numbers help customers easily recall the advertiser's phone number.

Which CTC Ad Format Works Best?



For driving calls to a national call center

Phone Extensions

Call-only Creative

Vanity Phone Numbers

For driving foot traffic to a physical location

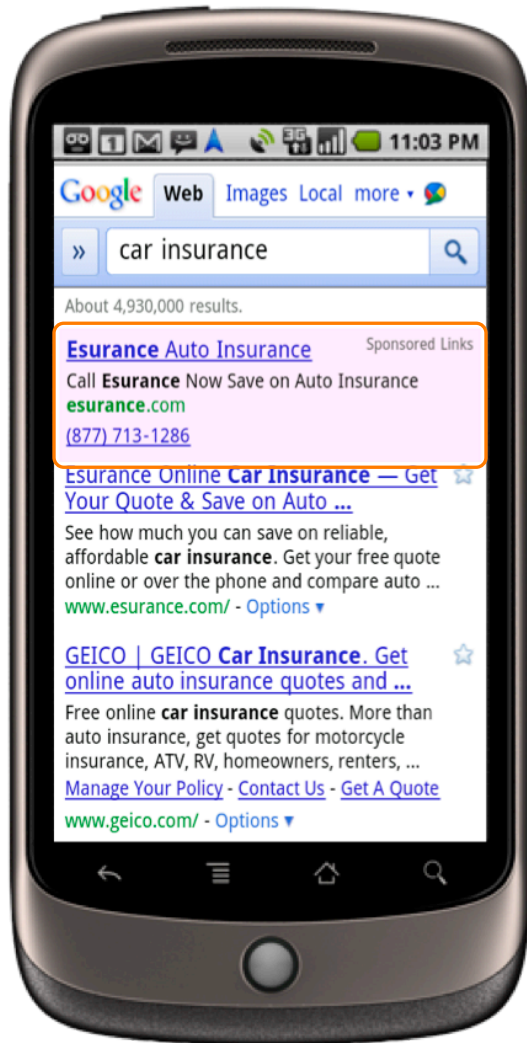
Location Extensions

For Additional Reporting

Call Metrics*

*Note that reports for all CTC ad formats are available in on the Campaign Summary page. Call Metrics provides an additional level of reporting and is available for all CTC ad formats with the exception of Vanity Phone Numbers.

Driving Calls: Phone Extensions



What is it:

Click-to-Call Phone Extensions enable advertisers to display **a national, clickable phone number in their ads**, giving customers the option to make contact by clicking on the business phone number or by visiting the business website.

How does it work with other extensions:

If both Phone and Location Extensions are enabled for a campaign, our system will display the number from the Phone Extension and the address from the Location Extension.

Works for:

Advertisers who interface with customers via a website and a call center e.g. Esurance, Nordstrom.

Does not work for:

Advertisers who cannot fulfill national orders e.g. pizza restaurant, nail salon.

Use case:

A national retail advertiser with a call center wants to give customers the option to directly connect with a sales representative via a mobile ad.

Driving Calls: Call-only Creative



What is it:

An enhancement to the Phone Extensions ad format, the Call-only Creative **features a clickable phone number and an un-clickable display URL**. This functionality gives advertisers the flexibility to solely focus on driving phone calls to their business with their mobile ad campaigns. A functional website URL is still required for this ad format.

How does it work with other extensions:

Call-only Creative is enabled via a check box in the Phone Extensions interface and is compatible with other all Phone Extension ad formats. If both Call-only Creative and Location Extensions are enabled for a campaign, a clickable phone number and an un-clickable business address will show in the ad.

Works for:

Advertisers who experience better conversion rates over the phone and would like to solely focus on calls with their mobile campaigns e.g. Esurance, Charles Schwab.

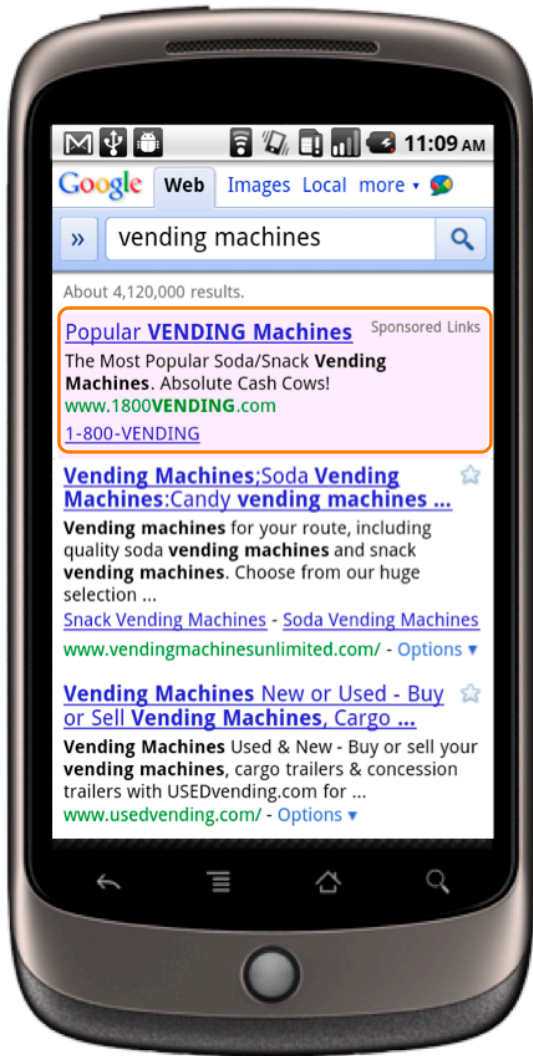
Does not work for:

Advertisers who do not have the capacity to handle calls e.g. e-commerce site.

Use case:

An insurance salesman knows he gets great conversion rates over the phone and wants to specifically focus on driving calls to his business.

Driving Calls: Vanity Phone Numbers



What is it:

An enhancement to the Phone Extensions ad format, Vanity Phone Numbers **enable advertisers to display alphanumeric phone numbers in their ads.**

How does it work with other extensions:

Vanity Phone Numbers are enabled through Phone Extensions and are compatible with Call-only Creatives. Vanity Phone Numbers are not compatible with Call Metrics. If both a Vanity Phone Number and a Location extension are enabled for a campaign, our system will display the vanity number and the address from the Location Extension.

Works for:

Advertisers who are based in the U.S, have a vanity phone number and want to ensure customers easily recall their contact information e.g. 1-800 VENDING.

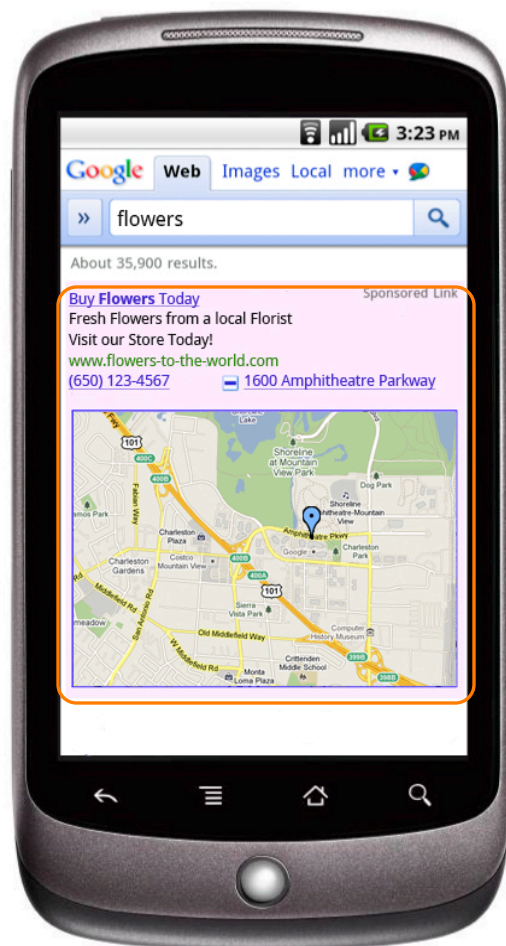
Does not work for:

Advertisers who do not have a vanity phone number or are not based in the United States.

Use case:

A retail advertiser wants to ensure potential customers easily remember his phone number.

Driving Foot Traffic: Location Extensions



What is it:

Location Extensions **let advertisers include a location specific business phone number and address in their ads.** ads will display a clickable phone number and a clickable, expandable map with the advertiser's location.

How does it work with other extensions:

If both Phone and Location Extensions are enabled for a campaign, our system will display the number from the Phone Extension and the address from the Location Extension.

Works for:

Advertisers who have with a local phone number and a physical location e.g. a particular Starbucks coffee shop or a local hair salon.

Does not work for:

Advertisers who do not have a physical brick and mortar location e.g. ING Bank.

Use case:

A local pizza restaurant wants to reach customers who are close by and are ready to take immediate action.

Reporting: Call Metrics



What is it:

Using a dynamically assigned Google Voice number, Call Metrics **provide campaign-level statistics on the number of phone leads AdWords ads have generated including call duration and caller area code.**

How does it work with other extensions:

Call Metrics are enabled in the Phone Extensions interface and will work with Call-only Creative. However since this feature utilizes a dynamic Google Voice number, it will not work with Vanity Phone Numbers. While Call Metrics are compatible with Location Extensions, we recommend this feature for advertisers who respond to leads nationally and use only a few phone numbers.

Works for:

Advertisers who want greater insight into calls driven by their AdWords ads.

Does not work for:

The Call Metrics functionality is not compatible with Vanity Phone Numbers. Advertisers using Vanity Phone Numbers will not be able to receive Call Metrics data.

Use case:

A call center manager wants to get more information about calls driven by his AdWords ads

