

CLICK **2** CALL



With Travidia's Click 2 Call solutions you have the ability to turn the casual website visitor into a satisfied buyer and achieve a significant reduction in website abandonment when you give consumers a chance to talk to retailers directly!

Turn Casual Website Visitors Into Satisfied Buyers with Click 2 Call

Travidia's Click 2 Call technology is a perfect component to add to your online strategy enabling advertisers and consumers to communicate quickly and directly using the telephone and Internet technology.

Travidia's Click 2 Call service provides you with quality tracking & campaign optimization tools; enables you to sell an additional performance-based advertising unit; supplies businesses with a cost-effective medium to drive targeted prospects to their phones in a cutting-edge revenue-generating service.



CUSTOMER CLICKS ON WEBSITE LINK OR BUTTON



CUSTOMER PHONE RINGS AND THEY ARE GREETED WITH A CUSTOM MESSAGE



CONSUMER IS CONNECTED WITH THE BUSINESS AND THE CALL IS LOGGED

How Does Click 2 Call Work?

Travidia's Click 2 Call technology can be integrated with a simple text link is placed on the desired web pages that allows a consumer to initiate and schedule a phone call to the business directly. Once the "Call Now" link is clicked the consumer is prompted to enter a telephone number that they can be reached at and a desired call back time (now, 5 minutes, 30 minutes, etc.). Once the "Call" button is clicked Travidia's Click 2 Call service connects the consumer's phone line to the business phone line, and logs all of the details of the call and caller in real-time for display in the account dashboard for the business to review. Businesses receive measurable and accurate results on all activity that has taken place through Click 2 Call and can easily track ROI.

Offering Advertisers Meaningful Performance Metrics

Click 2 Call allows for multiple campaigns to be setup so businesses can track calls for specific products and services and assign custom message prompts to customers and redirect calls to a particular product specialist on staff.

Travidia's platform is a huge win for businesses who employ a multi-channel strategy. From a single dashboard, marketers get a real-time view of their campaigns and can optimize campaigns on the basis of empirical evidence.

For more information on how you can begin using Click 2 Call today please contact Todd Bruce at (530) 343-6400 or by email at tbruce@travidia.com

