
Click To Call Great For Travel

I've been seeing some great results with Googles click to call ads, especially in the travel market.

Last minute travel, late deals - theres millions of pounds invested in influencing late purchasing decisions. Alot of searches for last minute deals or any kind of improvised travel arrangement, for example, is done on the mobile phone and in transit. Googles click to call ads are a great way of capturing these kinds of customers.

We've had some great initial results with travel aggregator clients returning conversion rates and CPA's up to 1000% better via mobile searches resulting in Google 'click to call' ad responses than typical desktop search ad responses. Typically organising travel arrangements can be a last minute and rushed activity and browsing via mobile, even on todays high end devices can be a painful and slow process with connection speeds and non mobile search friendly sites. Allowing searchers to click on a number in an Advert on Google to connect directly to the advertiser bypasses the website altogether and increases sale rate. Its easier to talk someone into a sale than trust on them completing the sale online!

With the emergence of smart phones, no doubt getting smarter all the time, and therefore a huge increase in mobile search in the past year click to call could become an increasingly important advertising medium for many businesses, not least those in travel.