

Buying and Selling Phone Calls – Real Time Call Auctions, Pre-Qualification, and More

MODERATOR:

- Joe Charlson, Founder and CEO, CallerReady LLC

SPEAKERS:

- Josh Reznick, Founder and CEO, Datalot
- Adam Bulyar, Executive VP of Operations, Concussion Media

Lead Sponsor



Gold Sponsors

ALLWEBLEADS



Datalot





TYPES OF CALLS

Formats

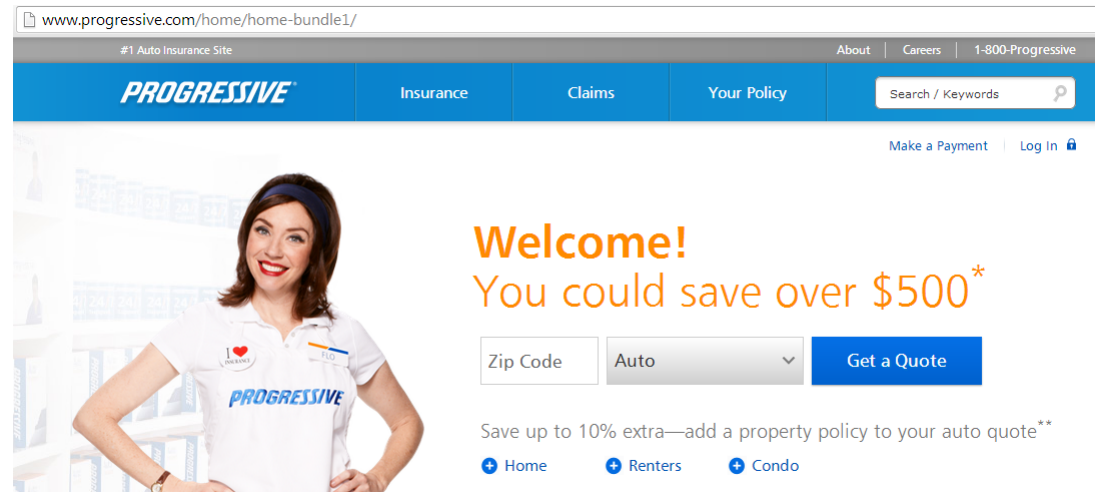
1. Consumer Dialed Calls
2. Consumer Dialed Calls with Data Leads
3. Warm Call Transfers
4. Warm Call Transfers with Data Leads



TYPES OF CALLS

Ad Copy

1. Branded
2. Category



www.progressive.com/home/home-bundle1/

#1 Auto Insurance Site

PROGRESSIVE Insurance Claims Your Policy

Search / Keywords

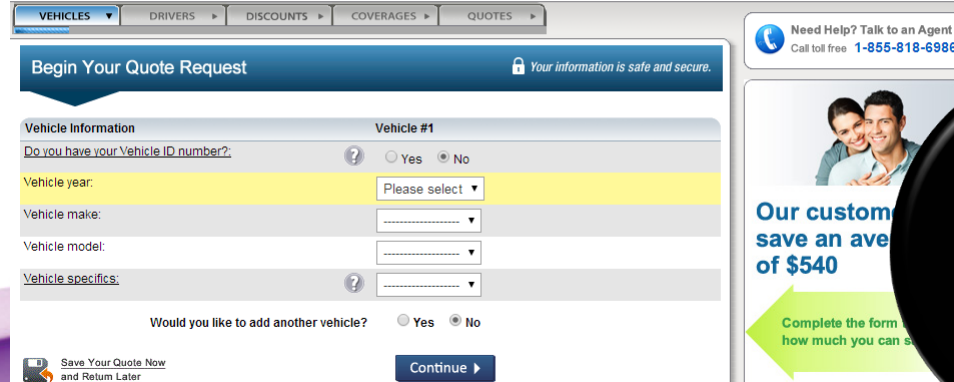
Make a Payment | Log In

Welcome!
You could save over \$500*

Zip Code Auto Get a Quote

Save up to 10% extra—add a property policy to your auto quote**

Home Renters Condo



Retrieve My Quotes

Need Help? Talk to an Agent
Call toll free 1-855-818-6986

Begin Your Quote Request

Vehicle Information Vehicle #1

Do you have your Vehicle ID number? Yes No

Vehicle year: Please select

Vehicle make: _____

Vehicle model: _____

Vehicle specifics: _____

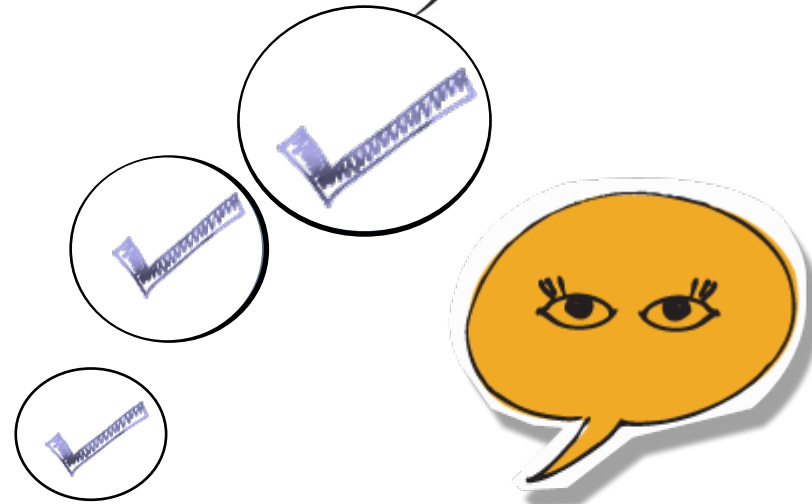
Would you like to add another vehicle? Yes No

Save Your Quote Now and Return Later Continue



CALL QUALIFICATION

- i. Duration
- ii. Geography
- iii. IVR
- iv. Form Data
- v. Concierge



DISTRIBUTION ACROSS BUYERS

Which Buyer Gets the Call?



- i. Lead filters
- ii. Effective Price Per Call
- iii. Even distribution
- iv. Progressive seek, tiered or even
- v. Simultaneous seek - Speed to press 1 auctions

PACING

- i. Calls Per Day of Week
- ii. Maximum Concurrent Calls



INTERNAL CALL DISTRIBUTION

- i. Why is this important?
- ii. What models exist



You've Got Questions – We've Got Answers



Follow-up at LeadsCon

CallerReady Booth 346 | DataLot Booth 117