



2016 United Kingdom Click-to-Call Mobile Performance Report

September 2016

MARCHEX 

London's Calling...As Well as the Rest of the UK

With close to 80% of UK adults now owning a smartphone, the UK consumer's path to purchase has transformed into a multi-channel shopping experience involving numerous touchpoints in the digital and physical worlds.¹ For example, the vast majority of retail purchases still occur offline, and yet the smartphone is the most important resource informing those decisions for most UK consumers. In fact, 78% stated that they used a mobile device during their last shopping trip.²

The Influence of Mobile and Digital Devices on In-Store Retail Sales



Footfall

78%

Used digital devices for shopping related activities before/during their most recent shopping trip



In-store Conversion

42%

Higher conversion for shoppers who used a digital device prior to or during their store visit



Order Value

21%

Spend more when using a digital device while shopping



Loyalty

56%

Of those that used digital before/ during their shopping trip would definitely shop at the retailer again

Deloitte Digital, "Digital Influence in UK Retail" 2015

One of the most popular ways UK consumers jump from online to offline is by making a phone call. Research done by Google has found that one third of UK mobile search consumers frequently feel the need to directly call a business. Consumers state that the main motivation behind calling is to talk with a real person so they can quickly get their questions answered and ultimately make a purchase.³

Channel Response Times – Getting Faster



34 Seconds

Telephone



4 Minutes

Web Chat



46 Minutes

SMS



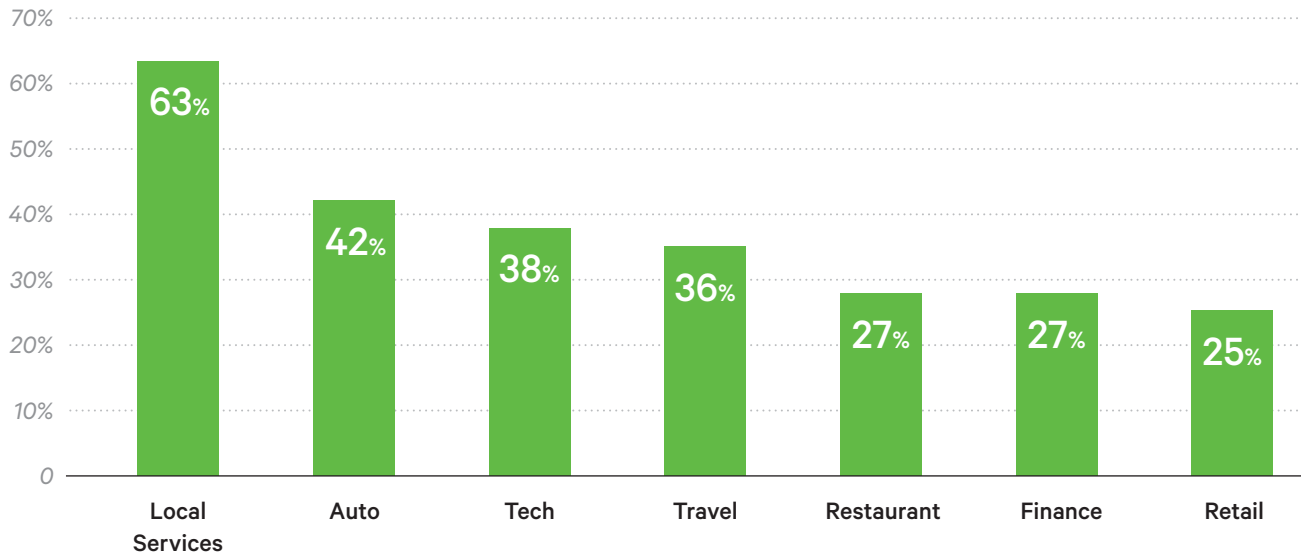
78 Minutes

Social

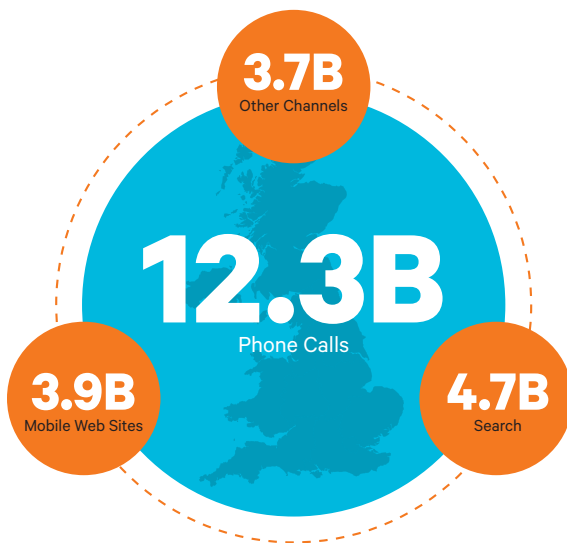
Dimension Data "2016 Global Contact Centre Benchmarking Report: Digital needs a human touch"

Additionally, UK consumers have reported that placing a phone call directly from a mobile search is so important to their shopping experience that **36% of mobile searchers will jump to another business's website if they are not presented with a click-to-call option.**³

Percentage of Who Would be Likely to Call if the Capability Was Available in a Smartphone Search Result



The Role of Click to Call In the Path to Purchase UK Results February 2014- Google

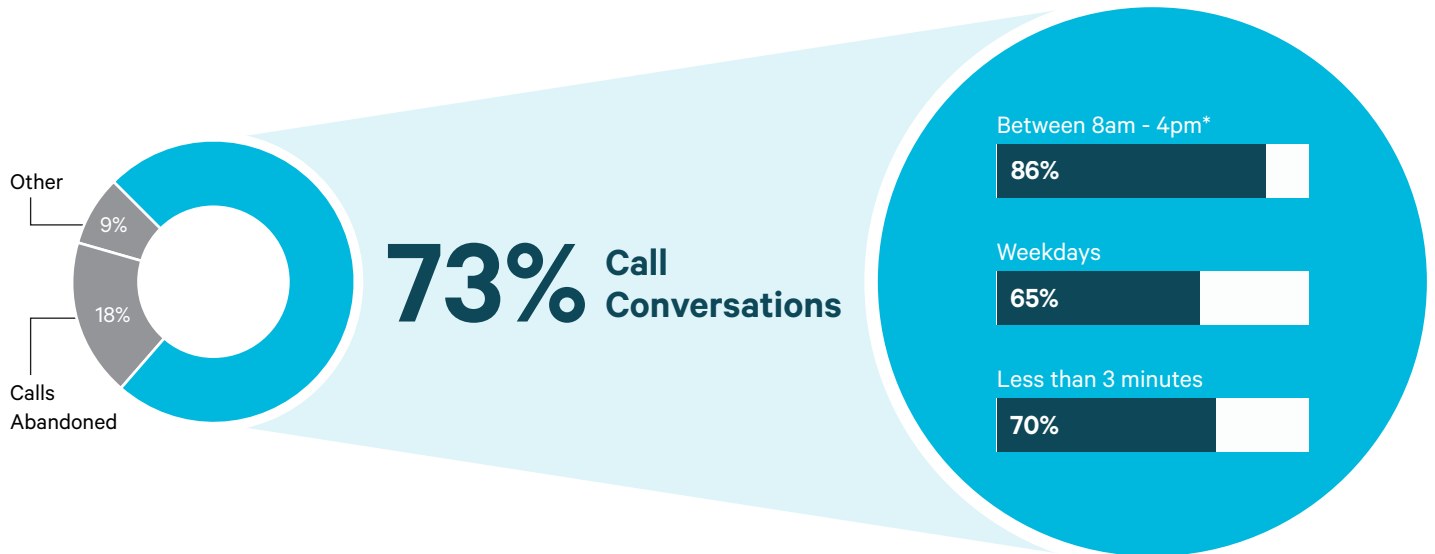


How often will the UK population click-to-call a business from a smartphone this year? We forecast that UK consumers will make more than 12 billion phone calls directly from smartphones to businesses in 2016.

It's also important to note the size and influence of the call center industry in the United Kingdom. There are **5,840 call centers** that employ **734,000 agents** (nearly 4% of the entire UK workforce). These call centers receive over **42 billion minutes of inbound calls per year.**⁴ That's over 10 hours for every UK citizen regardless of age.

Click-to-Call as Part of the Path-to-Purchase

Over 42% of mobile consumers use the click-to-call feature when they are nearing a purchase decision. For this study, Marchex analyzed tens of thousands of calls made by UK consumers to businesses and found that 73% of phone calls were rich product or service conversations.



*All Marchex reported Call DNA data is based on 53,000 UK Calls from 2016

Study: Calls to SMEs (Small & Medium Sized Enterprises)

SMEs make up 99.9% of the 5.4 million private sector enterprises in the UK, and many of these SMEs depend on inbound phone calls for new customers and sales.⁵ This section highlights data from more than 3,000 calls to SMEs across the UK analyzed by Marchex Call Analytics.

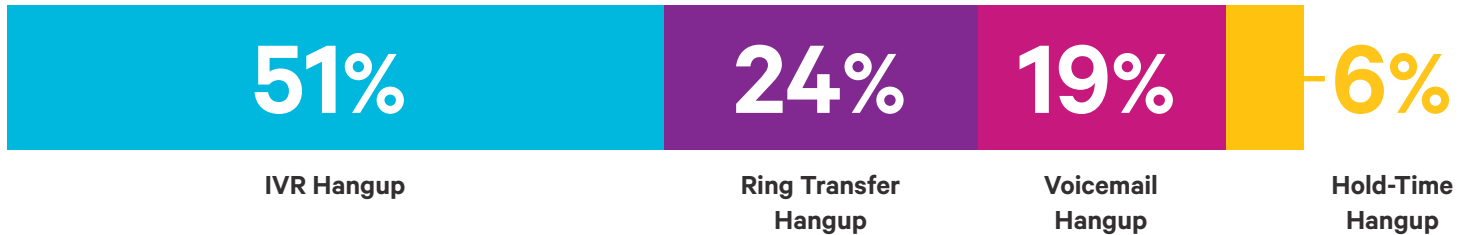
The data suggests that UK consumers who click-to-call are highly motivated to purchase. Marchex found that **73% of calls going to these businesses were product or service related.**

A Closer Look into the Product or Service Related Calls (73% of All Calls):



Marchex also uncovered that **19% of calls going to these small businesses were abandoned**. Over half of those abandons occurred during the interactive voice response (IVR) portion of the call.

A Closer Look into the Calls That Were Abandoned (19% of All Calls):



SMEs study figures were based off of 3111 calls to UK SMEs in 2016

The Opportunity for Marketers

Click-to-call represents a critical opportunity to connect with both loyal customers and prospects when they are ready to buy. In addition, as marketers measure and analyze phone calls from search, display and other digital channels, there are opportunities to drive revenue and reduce acquisition costs.

"We launched Marchex Call Analytics in the UK and United States in order to gain real-time visibility and insights into performance of our digital advertising campaigns. Within weeks, we achieved a 10x ROI on our investment, and we look forward to a further global rollout."

Kurt Stephenson, e-Commerce Innovation Manager
AccorHotels, the world's leading hotel operator



The Three Step Guide for Marketers to Activate Phone Calls as a Mobile Sales Channel

- 1 Add a phone number in paid search campaigns, and on landing pages for social and display campaigns. Ensure your phone number is visible from your Web site and app.
- 2 Implement call tracking technology to easily assign credit to your marketing campaigns so you can track revenue and improve media performance.
- 3 Leverage advanced features to gain a unified view of the customer journey to power your customer engagement efforts.

See page 5 to get started with Marchex Call Analytics

Call Us. We'll Answer – 0808 168 7100

To get detailed data about mobile call activity in your industry, or to inquire more about Marchex's products and services, send an e-mail to **Anna Forbes, Managing Director, UK**, at afortbes@marchex.com or **John Busby, SVP Consumer Insights & Marketing**, at johnb@marchex.com.

Visit us at www.marchex.co.uk or [@marchex](https://twitter.com/marchex) on Twitter ([Twitter.com/Marchex](https://twitter.com/Marchex)) to learn more.



Marchex Call Analytics®

Marchex Call Analytics delivers real-time data on which ads, campaigns and channels are generating inbound calls, and which are not – allowing you to gain valuable insights to transform your campaign performance.

Marchex is a call analytics and offline attribution platform that connects online behavior to real-world, offline actions. We work with brands worldwide in Auto, Finance and Insurance, Telcos, Travel, Utilities and Professional Services.



Marchex Call DNA®

Marchex Call DNA® is the only conversational analytics technology that automatically classifies, scores and visually maps every phone call automatically, even for advertisers that do not use call recording.

Advertisers such as Yell, Accor, FirstStop and Deutsche Telekom use Call DNA® to measure and optimize click-to-call campaigns.



Marchex Call Analytics for Search

Marchex Call Analytics for Search is the first and only call analytics platform to track and measure which keywords drive sales from mobile users who call businesses directly from click-to-call and click-to-landing page ads. You'll see instant ROI improvement through automated optimization at the keyword level through leading bid management platforms.

Clients such as Allconnect have seen ROI improvement of more than 40%.

Marchex Institute



JOHN BUSBY, *Senior Vice President of Consumer Insights & Marketing*

John Busby is Senior Vice President of Consumer Insights & Marketing at Marchex. Since 2010, John has run the Marchex Institute, a consumer insights group that publishes findings on mobile advertising, call analytics and online-to-offline commerce. The Marchex Institute also provides custom research and consulting services for key customers on their mobile and call-ready advertising campaigns. Previously, John served as Vice President, Product Engineering. Prior to joining Marchex in 2003, he held various product and program management roles at InfoSpace's consumer and wireless divisions, Go2net and IQ Chart.

John has a bachelor's degree from Northwestern University.



MIKE FAST, *Analyst*

Mike Fast is an Analyst at the Marchex Institute. He's responsible for providing multichannel analytics consulting and strategic consumer insights to Marchex's key clients, with the goal to help improve ROI in their digital advertising. Mike is a recent graduate of Xavier University where he received a B.A. in economics and minored in psychology and business. Mike is originally from Upstate New York and now resides in Seattle.



ABOUT THE MARCHEX INSTITUTE

The Marchex Institute is a team of data scientists and senior analysts that deliver customized reports and insights for clients of our Call Marketplace and Call Analytics products. These findings inform business decisions and measurably boost ad campaign returns. The Institute's insights and analyses have landed headlines in The Wall Street Journal, USA Today, Forbes and other national media outlets.

1. *Deloitte "Mobile Consumer 2015: The UK cut Game of phones"*
2. *Deloitte "Digital Influence in UK Retail" 2015*
3. *Google "The Role of Click to Call in the Path to Purchase UK" Feb 2014*
4. *ContactBabel "UK Contact Centers in 2015: The State of the Industry & Technology Penetration (12th Edition)"*
5. *Department for Business, Energy & Industrial Strategy "Business Population Estimates for the UK and Regions 2015"*