Voice Search Technology: Delivering Relevant Audio Ads

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Ingenio, Inc. Overview

- Technology platform integrates the Web, traditional telephony and VOIP to make applications available for use by anyone with a phone number.
- AT&T acquired Ingenio in December 2007 and is being integrated into AT&T’s YELLOWPAGES.COM.
- Pay Per Call® enables the purchase of live customer phone calls generated through Ingenio’s online and mobile search advertising network.

Pay Per Call in Action

- Seller pays for leads
- $52 / lead
Our Experience is Based on Working with Leading Ad-Supported DA Partners
Where Ingenio Operates in Ad-Supported DA

- **Marketing**
- **Technology**
- **Monetization**

A. Demand generation
B. Query processing & interpretation
C. Results "display"
D. Advertising/revenue processes
Relevance Means More than just Contextual Relevance to the Consumer

Effective audio ads must meet the needs of multiple constituents...

Consumers
- Contextual relevance
- Incremental value
- Quality user experience

Advertisers
- Meaningful call volume
- Measurable and sustainable ROI
- High-quality leads

Publishers
- High yields
- Quality user experience
CONSUMERS
Relevance is King

Search relevancy: Ads in DA succeed when they are viewed as useful and relevant to what the consumer is searching for

- Ads in DA are disruptive by nature → relevance is critical to user acceptance
- Ongoing refinement of algorithms and taxonomies helps ensure higher relevancy
- Disambiguation helps deliver right ad to right customer
Direct Response 101: Ads Must Provide Value to Consumers

Influencing a consumer to change their behavior and respond to an ad is no small task.

- Consumers in free DA are close to a purchase decision
- A compelling offer is necessary to entice a caller looking for X to try Y
- Stimulates repeat usage through appeal to bargain-hunters
- Empirical data shows DR offers increase call-through rates by an order of magnitude
Quality, Quality, Quality: Generating Relevant Leads

Free DA medium requires new thinking about ad quality and delivery

- More complex than online text ads
- Requires professional copywriting and voice talent
- Voice personality has significant impact on response rates
- Self-service model not a feasible alternative
ADVERTISERS
Advertisers Want Meaningful Call Volume Without Sacrificing Lead Quality

Advertisers really care about one thing: how to efficiently grow their business

- Advertisers are largely source-agnostic
- Must be able to aggregate calls across multiple media to achieve scale
Focus on delivering as much value to advertisers as possible.

- Value today = money tomorrow
- **Billing rules** must be designed to protect advertisers from unqualified leads
- **Market-based pricing** ensures measurable ROI
Quality Benefits Advertisers as much as Consumers

Great UI’s create a better user experience
…and drive more revenue

- A bad audio UI results in:
  - Hang-ups
  - Poor quality calls
  - Customer churn
  - Lower call prices

- Small changes can have a huge impact on lead quality and advertiser satisfaction

- Disambiguation is critical to sufficiently qualify leads
Thank You!

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