FAQ for the RexConnects Pay-Per-Call Network

New advertisers joining the Pay-Per-Call platform often have questions about performance, technology integration, impact on their online campaigns, and how RexConnects Pay-Per-Call differs from other call tracking solutions. Here are the most frequently asked questions.

Question: Will adding Pay-Per-Call reduce the performance of our online CPA campaigns by causing more people to call than click?

Answer: Just the opposite, actually. Adding Pay-Per-Call is really about giving consumers a choice in how they reach you. For those consumers who would rather complete their purchases by phone, your publishers are now motivated to help make that happen. And adding toll-free phone numbers to the publishers' search results, banner creative and websites actually *increases* the click-through rate substantially in many product and service categories. Consumers see a merchant with a phone number prominently featured as more legitimate than one without. Often just knowing they can talk with someone if they want to makes a consumer more comfortable in completing a transaction or a lead form online.

Question: We tried Pay-Per-Call once, and we got some low-quality calls. How is the RexConnects Pay-Per-Call platform different from other call tracking offerings out there?

Answer: The RexConnects Pay-Per-Call platform was designed specifically to address the two most likely reasons that Pay-Per-Call did not work for you in the past. Unlike other call tracking solutions, the RexConnects solution solves the challenge where publishers just want to drive high volume but advertisers just want high-quality calls. By enabling advertisers to define exactly what constitutes a high-quality call, they are now able to make sure that they are only paying commissions on high-quality calls and that low-quality calls are not even ringing in their call center. And by making your Pay-Per-Call campaigns available to publishers through a very easy to use, self-service interface, thousands of experienced publishers are now successfully promoting Pay-Per-Call campaigns for the first time.

Question: We don't want to pay commissions for every call – only the good calls. How can you guarantee that we're only paying commissions on calls we like?

Answer: With RexConnects Pay-Per-Call, you only pay commissions on calls that meet your own high-quality criteria. *You* set the price, and *you* decide which calls you want to take. You simply set up the call filters on the website. Publishers can see your target criteria when signing up to promote your campaigns. Then only those calls that meet your requirements are forwarded instantly to your call center. In addition, you can make your campaigns available

only to those publishers you want to work with, so you don't have to worry about unfamiliar publishers driving calls to your call center. Each call has a nominal telecom charge associated with it, but you only pay publisher commissions on the calls you like.

Question: What kind of filters can we use to make sure we're getting high-quality calls?

Answer: You can filter your inbound calls based on a very broad range of quality factors. Business hours, call duration, and location of the caller are typical call filters. Additionally, you can ask questions of the caller with the built-in Interactive Voice Response (or "IVR") feature. This lets you, for example, make sure that callers are calling about a new purchase and not an existing one. Nobody wants to pay publisher commissions on customer service calls or repeat callers. For example, you could say that you only want to pay commissions on calls that come in during your office hours, come in from the areas you do business, last for at least two minutes, and identify themselves as interested in becoming a new customer of yours. The range of call quality filters you can apply is very comprehensive.

Question: How do we set the price for our calls?

Answer: Call pricing is dependent on the product or service that you are offering. To start, we recommend that you use a simple calculation based upon your current CPA multiplied by your average conversion rate in your call center. For example, if you offer a $50 CPA for an online sale and you know that calls into your call center convert at a 50% rate, then you should establish a $25 commission for a high-quality call. Pricing calls this way can be more cost-effective than just paying a straight CPA for phone-based sales because the quality of a call coming to you through the RexConnects Pay-Per-Call platform is likely to be higher quality than your average call into your call center. This is because the call has to meet all of your quality criteria before your phone even rings. Pricing is easy to adjust, so you start with a price point you are comfortable with and that gets you traction with publishers. The RexConnects team is available to help you price and fine-tune your Pay-Per-Call campaigns.

Question: Our call center gets plenty of calls. Why would we want to pay for more?

Answer: For most advertisers, calls convert into customers at a much higher rate than clicks. The RexConnects Pay-Per-Call platform ensures that the only calls that reach your call center are the ones you want. Adding Pay-Per-Call to your campaigns also means you'll get picked up by a lot more publishers, which will result in more online transactions for you as well as additional high-quality calls. Publishers who may have avoided your offers before due to the phone number on your landing page will now promote your campaigns. As a result, your overall ROI on your RexConnects campaigns can increase by adding Pay-Per-Call.

Question: What if we would prefer to pay based on a sale in our call center rather than based on the quality of the inbound calls?

Answer: The RexConnects Pay-Per-Call platform supports both Pay-Per-Call and pay-on-sale. The option for you to pay affiliates based on the quality of the calls they are driving for you was developed to enable you to get high volume of high-quality calls through affiliates without your having to do any technology work or integration with your call center operations. We encourage you to start with that structure to get comfortable with the quality of calls and establish the appropriate commission range for your target volume. However, the pay-on-sale option is available for you at any time. To set this up, your call center will need to connect with our simple application program interface ("API") to pass the call center transaction information in to the platform. (Note: The pay-on-sale features and reporting API are enabled on a per advertiser account basis. These features can be requested by sending an email to RexConnects@ringrevenue.com.)

Question: How do we recruit and manage Pay-Per-Call affiliates?

Answer: The RexConnects Pay-Per-Call platform gives you a great deal of flexibility in deciding which publishers can promote your campaigns. Affiliates can search for your Pay-Per-Call campaigns and sign up to promote them. You can make your offers broadly available to all approved Pay-Per-Call publishers, or you can hand pick those publishers you want to work with. You also have the opportunity to individually approve each publisher who applies to promote your offers. And publishers can be recruited via an automated email invitation link in the system as well as through your regular network newsletters. And, even once they're approved, you still have complete, real-time control over the publishers' authorization and participation in your campaigns.

Question: What is the business process and cost for Pay-Per-Call?

Answer: All Pay-Per-Call commissions are managed by RexConnects, as usual. No activation, implementation fees or monthly minimums are charged. You just pay the nominal telecom fees and also the commissions on the calls that meet your quality criteria.

Question: How does this integrate with our call center? What do they need to do to set it up? Does engineering need to get involved?

Answer: There are absolutely no changes required by your call center in order to take advantage of the RexConnects Pay-Per-Call service. And your call center agents don't need to

do anything different at all. They'll just begin to answer high-quality calls coming from your RexConnects publishers. Other than placing the java script code on the landing page where you send your affiliate traffic, there's nothing you need from engineering. All of the campaign management tools and the real-time reporting are built in to the platform in an easy to use, web-based interface. You get all the functionality of a highly customized platform without needing any engineering resources at all.

Question: Is fraud a big issue? How do we protect ourselves from unwanted calls?

Answer: While fraud has historically represented a challenge in online transactions, it is substantially more difficult for a publisher to get a commission for a fraudulent call. The reason for this is that the RexConnects Pay-Per-Call platform removes much of the incentive for a publisher to commit fraud because they only get paid for calls that meet your quality criteria. Our quality filtering process ensures you don't pay commissions on short calls, auto-dialers, repeat callers, callers from outside your sales area, or callers that don't provide the right answers to your qualifying questions. The RexConnects Pay-Per-Call platform also gives you the ability to record and listen to playback on every call and provides complete real-time analytics on the caller including which number was called and the date, time, location, caller ID, and length of each call. And, as with all of your RexConnects services, there is an established process for you to dispute any transactions you believe may not be legitimate.

Question: As the affiliate program manager, the call center budget isn't under my control. Am I still the right contact for this?

Answer: Yes. RexConnects Pay-Per-Call gives affiliate program managers the opportunity to drive more sales at your target CPA. Revenue can easily be measured by the affiliate program manager because you don't need any data from your call center to know when high-quality calls are being driven by your publishers. All the information you need is at your fingertips on the RexConnects Pay-Per-Call platform. Now you can expand your affiliate program at your target CPA without requesting test budgets or engineering support. You can try it out now under your existing affiliate budget with no setup costs or additional monthly fees.

Question: Do we need to create separate landing pages or integrate any code on our website to use Pay-Per-Call?

Answer: You do not need to create separate landing pages for your affiliate traffic, but we strongly suggest you integrate our supplied java script code on your website landing page where your toll free number is displayed. Based on what you want it to do, this code can instantly swap out your standard toll-free number with the toll-free number that will let you

credit your publishers when they deliver a high-quality call to you. This is very important to your publishers, as it assures them they will be correctly compensated for the leads they drive to you, even if they close over the phone. But even though the right phone number is displayed when a qualified publisher drives a lead to your site, all of your other site visitors will continue to see your main phone number.

Question: What creatives do we use for Pay-Per-Call?

Answer: The RexConnects Pay-Per-Call platform enables your publishers to integrate unique toll-free numbers into the banner and text creative that you have already approved. All of the traditional online tracking code remains intact. In addition to using your standard online banners and text links, you can also include mobile and offline creative for Pay-Per-Call use. Your RexConnects account rep can help you optimize creatives for your Pay-Per-Call offers.

Question: Can we use the Pay-Per-Call platform to track our own direct advertising placements as well as our affiliate traffic?

Answer: Yes. We want you to be able to use the comprehensive campaign management tools of the RexConnects Pay-Per-Call platform to help you track and manage the performance of all of your call-based campaigns, not just the offers you're making available to RexConnects publishers. So you can use the RexConnects Pay-Per-Call platform to track your direct advertising with full real-time analytics. You pay only the nominal telecom costs and no publisher commissions on those calls.

Question: Our customers sometimes call in for help but complete their orders online. How will Pay-Per-Call help us convert more website visitors to customers?

Answer: Even though you complete your orders online, you still want those high-quality inbound calls when they come in so you can guide qualified customers through the right sign-up process. In this case, you still want publishers driving those qualified calls to you so you can manage the customer through the online transaction. You simply offer a lower per-call commission to your publishers in conjunction with your online CPA. They're fine with it because they know that the majority of their commissions are still coming from the online transactions. But, by providing your publishers with information about which of the leads they drive turn into phone calls, publishers will put much more effort behind your campaigns and enable you to grow your online *and* offline transaction volume through RexConnects.