

Call Tracking & Blocking for online media owners

Call Tracking & Blocking is a hosted call routing application that creates a safe and secure selling environment for classified advertisers. By replacing their personal contact details with a non-geographic number, Call Tracking & Blocking ensures that your advertisers are protected throughout the selling process.

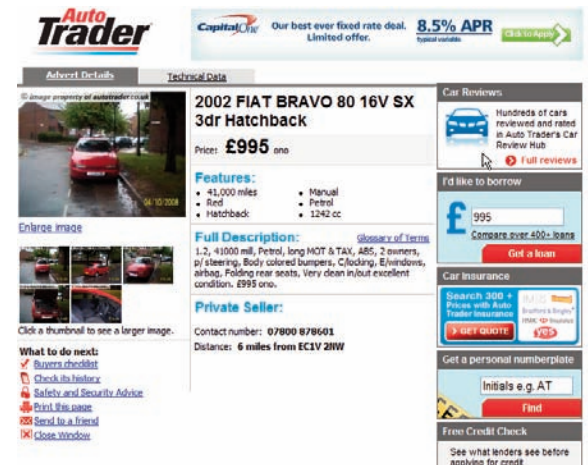
Research by Enders Analysis suggests that by 2011 the UK classified market will be worth over £50bn. As the market continues to grow, media owners have to find new ways to stand out and put themselves at the forefront of consumers minds when they are deciding where to advertise their goods for sale. Call Tracking & Blocking delivers a positive selling experience, by offering a safe and secure environment for classified advertisers. Enhanced functionality means that media owners are able to create differentiation and be distinct in an increasingly crowded marketplace.

Call Tracking & Blocking addresses a number of issues and challenges that the classified advertising market faces:

Protection: Even in online classified models there is no opportunity for the media owner to provide a safe selling environment. Advertisers use their own contact details, so the risk lies solely with them and in turn they are vulnerable to canvassers, fraud or criminal activity. With Call Tracking & Blocking, media owners can automatically assign a unique non-geographic number to be used for the life of each advertisement. Calls to this non-geographic number are seamlessly routed to the seller's own contact number(s), therefore masking and protecting their personal details and creating a safer and more secure selling environment.

User experience: Advertisers want to be able to sell their goods quickly and easily and eliminate unwanted calls after their item has sold. Often, a lack of confidence in the security of this process can be a major hurdle, despite it not really being a service or functionality based issue. Call Tracking & Blocking has the facility to block known canvassers, which can eliminate these unwanted calls. In addition the assigned number can be cancelled at any time, meaning that once a seller has sold their item they stop receiving calls.

Revenue generation: Media owners have the opportunity to generate additional revenue from their classified advertising services.



There are more benefits:

- Every call can be delivered to the seller with a whisper message: a short pre-recorded message typically stating the origin of the call that can enhance the service and raise brand awareness
- Easy to set up, administer and monitor
- Information is collected about every call meaning that call trends and response levels can be monitored in real time, giving invaluable marketing data and the opportunity to cross sell associated products and services
- Can be combined with call recording, voice messaging, SMS notification and email alerts.



As the UK's flagship automotive website, Auto Trader were keen to lead the industry in tackling the issue of increasing numbers of canvassers. By partnering with Invomo and deploying Call Tracking & Blocking (branded as Telesafe), Auto Trader have seen a dramatic drop in the number of canvassing calls that their advertisers receive.

Telesafe is blocking an average of 2000 calls per month from canvassers. In the past twelve months the number of users has doubled, showing the growing confidence in the protection offered by the service. Since the service launched over 1000 canvassing companies and individuals have been added to the growing database of blacklisted numbers.

"Invomo ensured that Telesafe is simple to use. With 10 million users on www.autotrader.co.uk, vehicles sell fast which can cause frustration when buyers ring to find that a vehicle is no longer available. Advertisers can easily delete their adverts when a vehicle is sold - preventing unwanted calls and ensuring only available cars are displayed on our website. We couldn't have contemplated this project without the critical support of Invomo and the success of Telesafe complements our reputation as the UK's number one website for buying or selling cars".

Kate Roberts, Commercial Consumer Manager, Auto Trader



iProfile is the market leading online CV for professionals. With over 2.7 million registered iProfiles, the company was keen to leverage the newest and best technologies to provide candidates with leading edge services to help them find the best job.

Seeking a solution that would allow them to track the success of the services they offer, iProfile deployed Call Tracking & Blocking. Jobseekers benefit from additional security as their personal contact details are masked throughout the recruitment process. The numbers are easy to cancel, meaning jobseekers don't receive calls when they aren't looking for work.

"As a business we now have information about inbound responses to candidates' iProfiles which allows us to monitor how well are services are working. We chose Invomo because they were the only company capable of demonstrating experience and a good track record in proving all the functionality we needed in a real-time environment".

Peter Linas, Alliance Director, iProfile

The following businesses have deployed Call Tracking & Blocking:



Invomo's hosted applications and services can transform phone-based communications- whether landline or mobile, inbound and outbound. We deliver continually optimised, reliable and secure solutions which can enhance brand, improve the processing of customer enquiries, convert more calls to business, extend the website experience and reduce costs.

For more information on how Invomo can help your business please contact us on 0844 88 88 500 or email sales@invomo.com where one of our team will be happy to discuss your requirements with no obligation. See www.invomo.com for more information.

All telephony services hosted and operated by Invomo Ltd. adhere to prevailing Ofcom regulations and the Code of Practice as set out by PhonepayPlus.



Invomo Limited
130 City Road
London EC1V 2NW

phone +44 (0)844 88 88 500
fax +44 (0)844 88 88 600
email info@invomo.com
www www.invomo.com