

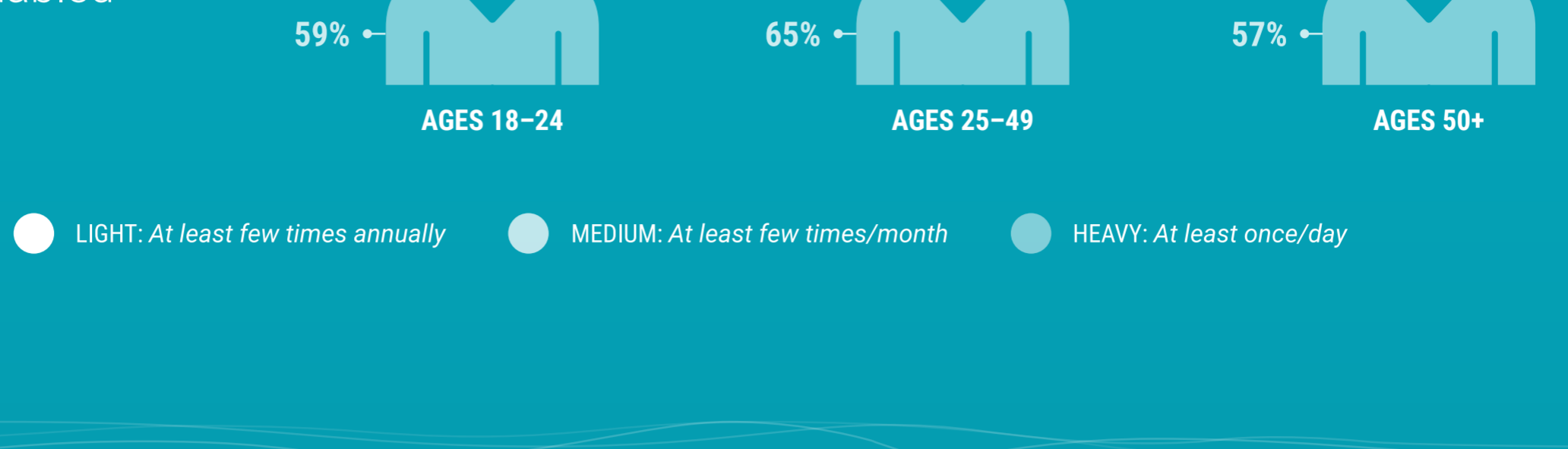
# THE VOICE SEARCH REVOLUTION IS CALLING

More and more consumers use voice search to perform search engine queries, find local businesses, make purchase decisions, and more. And when consumers search for local businesses with their voices, they usually engage with those businesses the same way — **by calling**.

## ALL AGES PERFORM VOICE SEARCHES ON A REGULAR BASIS

### QUESTION:

On average, how often do you speak to voice-enabled devices?

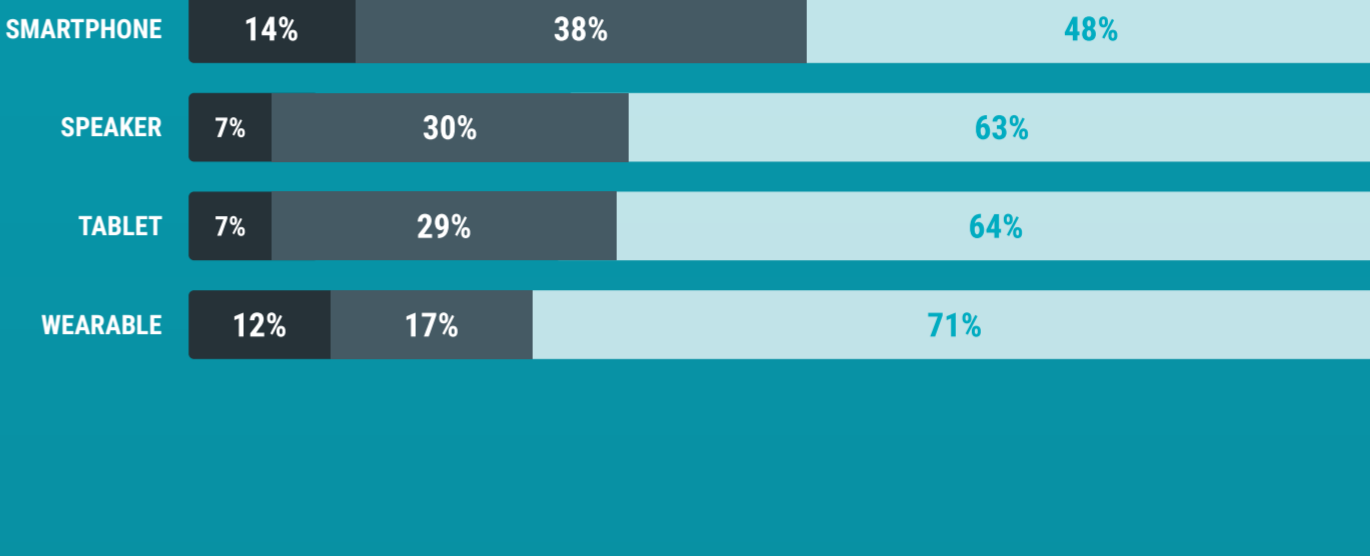


## ALL DEMOGRAPHICS EXPECT TO DO MORE VOICE SEARCHES

### QUESTION:

How often will you use your voice devices in the future?

● LESS  
● SAME AMOUNT  
● MORE

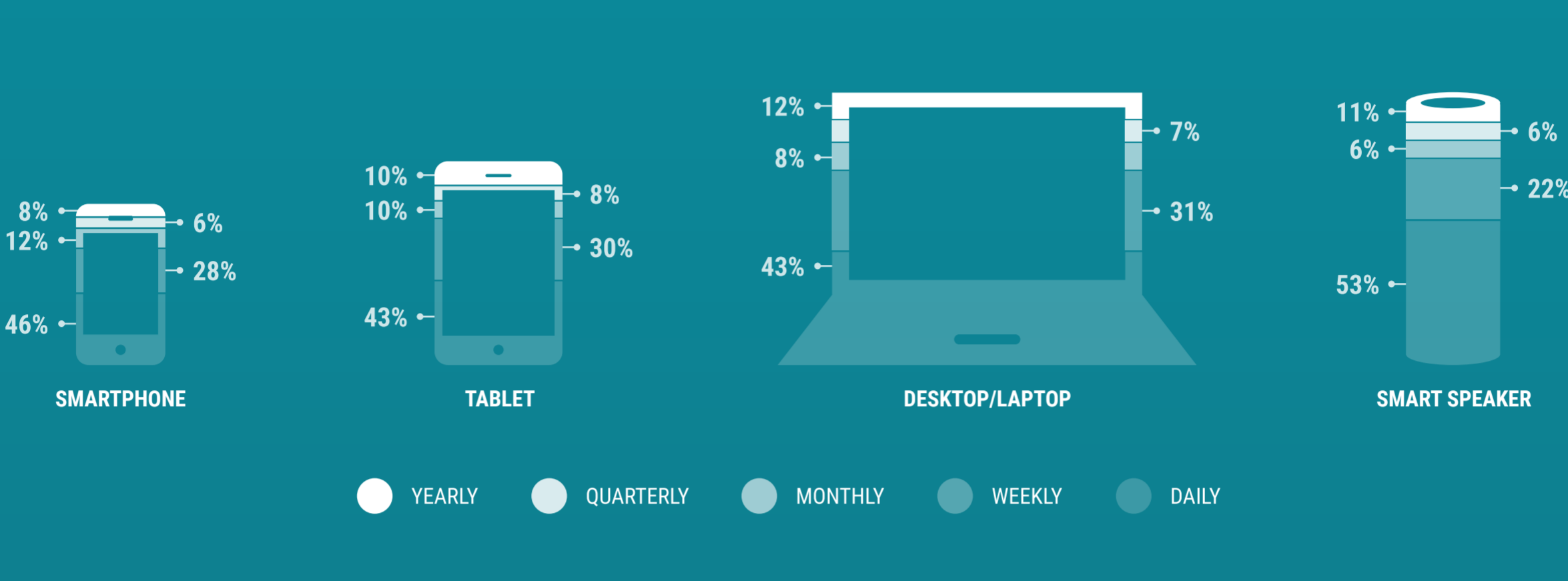


50% OF ALL ONLINE SEARCHES WILL BE VOICE SEARCHES BY 2020.

## CONSUMERS USE VOICE SEARCHES TO RESEARCH LOCAL BUSINESSES

### QUESTION:

How frequently do you use voice search to find information on local businesses?



## CONSUMERS USE VOICE SEARCH TO RESEARCH BUSINESSES IN MANY INDUSTRIES

### QUESTION:

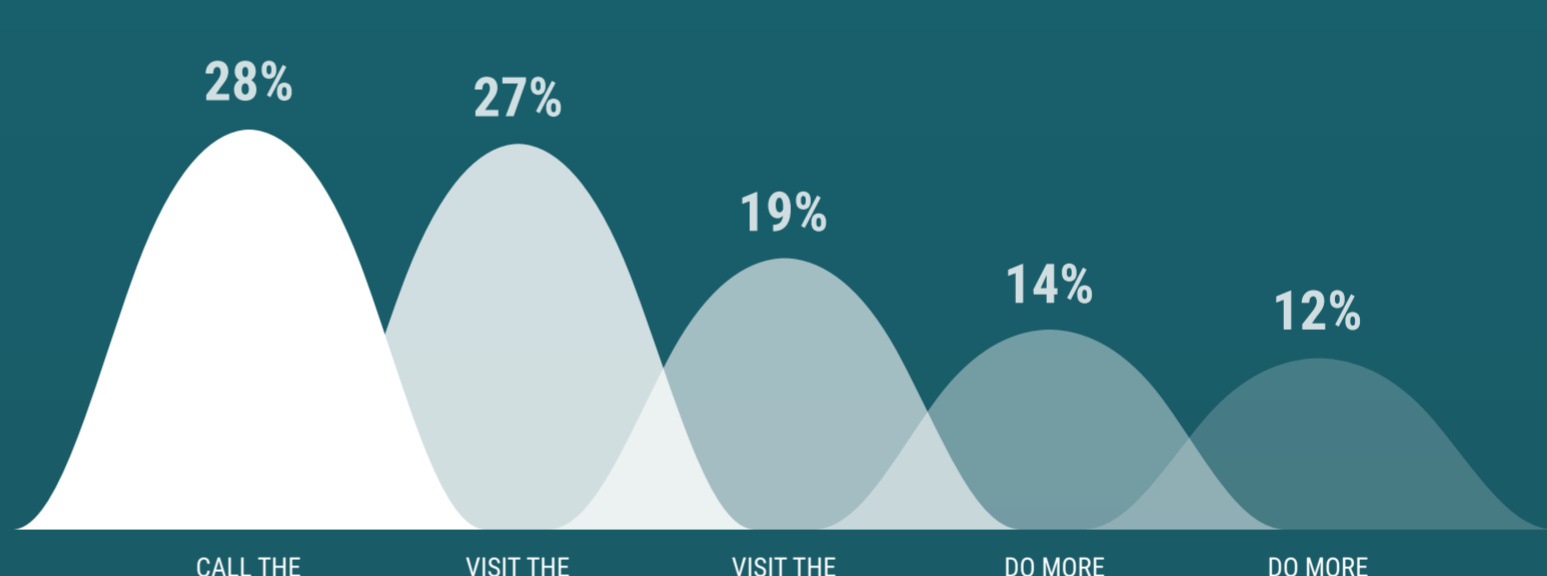
What types of businesses would you consider using voice search to find?



## VOICE SEARCHES FOR LOCAL BUSINESSES DRIVE CALLS

### QUESTION:

What is the typical next step you take after making a voice search for a local business?



## CALLS ARE AN IMPORTANT STEP IN THE CUSTOMER JOURNEY FOR MANY INDUSTRIES



25%

OF AUTO SHOPPERS FIRST CONTACT A DEALERSHIP BY CALLING



75%

OF INSURANCE SHOPPERS CALL AN AGENT OR CONTACT CENTER



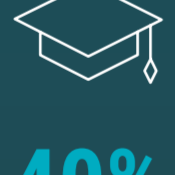
68%

WANT TO CALL WHILE RESEARCHING FINANCIAL SERVICES



39%

MAKE A TELECOM PURCHASE BY CALLING



40%

WANT TO LEARN ABOUT EDUCATION PROGRAMS IN A PHONE CONVERSATION



35%

OF HOTEL BOOKINGS ARE FROM PHONE CALLS



88%

OF HEALTH CARE PATIENTS BOOK APPOINTMENTS OVER THE PHONE



70%

WANT TO CALL TO PURCHASE HOME SERVICES



51%

WANT TO CALL STORE WHEN BUYING HOME GOODS



70%

OF SENIOR SERVICES MARKETING LEADS ARE PHONE CALLS



39%

OF HOME BUYERS AND SELLERS CALL REALTORS TO ENGAGE



70%

BOOK A CRUISE BY CALLING AN AGENT

## PHONE CALLS ARE OFTEN THE MOST VALUABLE CONVERSIONS

10X-15X

CALLS CONVERT TO REVENUE 10X-15X MORE THAN WEB LEADS

\$1 TRILLION

CALLS WILL INFLUENCE \$1 TRILLION IN US CONSUMER SPENDING THIS YEAR

30% FASTER

CALLERS CONVERT ON AVERAGE 30% FASTER

28% MORE

CALLERS SPEND AN AVERAGE OF 28% MORE

28% HIGHER

CALLERS' RETENTION RATE IS ON AVERAGE 28% HIGHER

## 6 TIPS TO DRIVE MORE CALLS AND CUSTOMERS FROM VOICE SEARCH

- Voice searches are longer than traditional text searches. Optimize your content for long-tail keywords and queries likely to be spoken aloud.
- Voice search keywords and queries differ from traditional text searches, but the same SEO principles apply. Adhere to SEO best practices to ensure you rank high.
- Optimize for local searches by providing an easily accessible phone number and address, updating your Google business listing, and adding "near me" in the title tags, meta description, and anchor text.
- Mine calls to your business for the questions consumers ask before buying. Add them to your website to improve SEO and CRO.
- Analyze calls from voice search to determine if you should retarget the caller and with what ad campaign.
- Analyze calls to measure how well each location converts callers to customers — and what tactics work best — and share best practices.

CLICK TO LEARN MORE IN OUR EBOOK

The Digital Marketer's Guide to Voice Search →

Sources: PwC, comScore, BrightLocal, Google, xAd, TravelClick, Kelley Blue Book, Sequence, DialogTech, McKinsey & Company, CLIA, BIA/Kelsey, Forrester

