



Gain new leads and interested customers with
CALL-BACK

Nearly ¼ of the German population is Mobile

Something surprising: The mobile phone is primarily a phone!

Wouldn't it be nice to use the proven resources
of your call center?

**Generate new, verified, high quality LEADS through
CALL-BACK.**

CALL-BACK

Consumers often have little time to learn about new products and getting in touch with an advertiser can be difficult, especially while on-the-go. With CALL-BACK, customers can determine the time to be reached by the advertiser.

We offer consumers the chance to learn about special offers and to leave a Call-Back request. The advertising client's call-center then calls the potential customer back during the scheduled time-frame.



Call-Back ad example

BENEFITS



The benefits are many:

- ✓ New media: Generate new leads via mobile
- ✓ Quality: Speak with potential customers who are interested in you
- ✓ Security: Double opt-In, confirmed leads
- ✓ Verified: Only certified mobile phone numbers are provided
- ✓ Investment: Little to no effort in implementing
- ✓ ROI: Good completion rates through advertisers' call-center

CALL-BACK

Other reports on Call-Back:

German:

<http://mobilbranche.de/2012/05/interview-heiko-kasper-uber-call-back-von-sponsormob/17130>

<http://www.sponsormob.com/blog/2012/05/22/sponsormob-stellt-neue-call-back-losung-fur-mobile-werbung-vor/>

English:

<http://mobilemarketingmagazine.com/content/sponsormob-launches-call-back-solution>

<http://www.telecompaper.com/news/sponsormob-offers-call-back-to-convert-impression-into-leads>

<http://www.sponsormob.com/blog/2012/05/22/sponsormob-launches-new-service-to-help-mobile-advertisers-convert-impressions-to-leads/>

Get started with Sponsormob

Determine your Mobile Call-Back CPA to gain excellent performance results:



We start with a CPC test campaign to determine your mobile conversion rate



We provide detailed campaign performance reports and results are evaluated



With this data we then start working on a CPA basis to start your cost-effective advertising



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