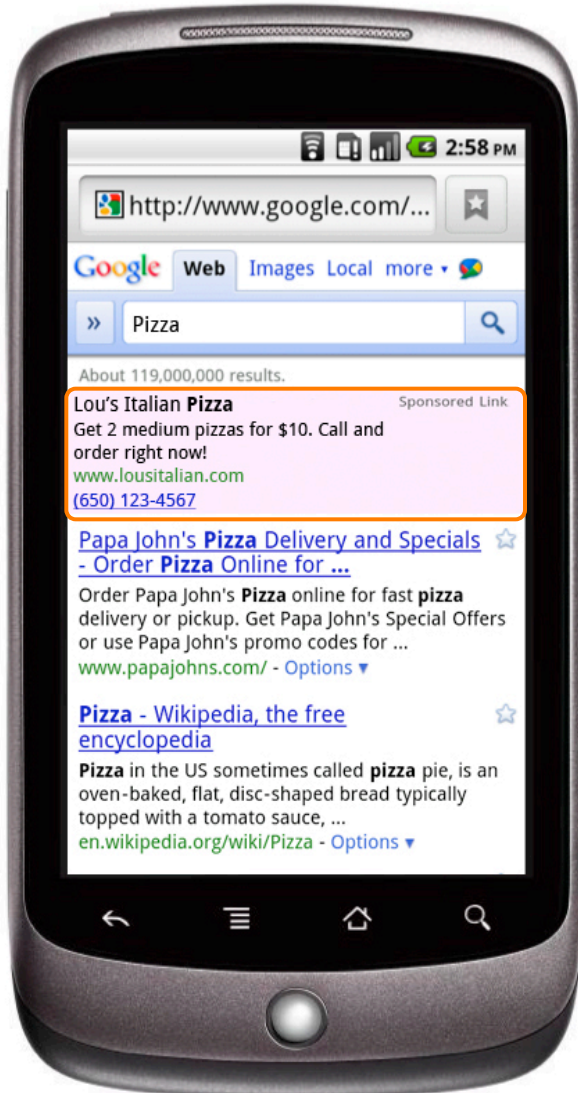




# Call-only Creative

Last updated: 12/6/2010

# Focus on Phone Calls with Call-only Creative



Call-only Creative enables you to solely **focus on generating phone calls for your business** by giving you the **flexibility to drive clicks to the phone number featured in your mobile ads**

# Call-Only Creative Benefits

## Flexibility

You now have the flexibility to create campaigns solely focused on driving calls to your business.

## Conversions

Generate greater response and more qualified leads by increasing the options available to consumers to connect with your business.

## Reporting

Measure response by reviewing the number of calls received and CTRs for each ad.

# Call-only Creative Details

## Availability:

Call-only creative is available to all advertisers worldwide.

## Requirements:

You must enable Phone Extensions and be opted-in to show on high-end devices with full Internet browsers. A valid destination URL is still required for this ad format.

## Appearance:

A clickable business phone number is featured below the ad. The ad headline is not clickable.

## Pricing:

As with all Click-to-Call ad formats, you will be charged when a user clicks on the phone number in your ad.

## Reporting:

Call-only reporting options are identical to the phone extensions reporting options. You can review how many calls were received for each campaign or keyword from the Campaign Summary page within AdWords by selecting the "click type" segment option under the "Filter and Views" drop down.