



National Health Insurance Company Hires Industry Leading Pay-Per-Call Advertising Network for High-Volume Lead Generation

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iCan Health Insurance, a nationwide health insurance provider, has found its "calling" when it comes to driving high-volume health insurance leads into its business. Despite a difficult economy and high competition from the other health insurance providers such as Aetna, Blue Cross, Cigna, and Kaiser Permanente, iCan reports its business has seen great growth.

Over the past year, iCan has been generating high-quality leads on a pay-per-call basis with **Mobile Fused**, the industry leading pay-per-call network. The internal call volume for the company amounts to about 200 additional calls on average each day using **Mobile Fused**.

What makes Pay-Per-Call So Powerful?

According to **RingRevenue**, one of the main call tracking solutions that makes pay-per-call possible, *"Consumers want the option to call to complete their transactions. Research shows when making purchasing decisions, 77% of online shoppers want live assistance available with their purchase; yet 84% could not get the help that they wanted. With telephone conversion rates at least 10x higher than pay-per-click and average order values 1.5-2x higher, many marketers are missing out on measuring a significant percentage of their business by not attributing sales calls to their search marketing efforts. And with 91% of all U.S. citizens having their mobile device within reach 24/7 today's multi-channel consumer is constantly connected via the phone in their pocket."*

For iCan, Pay-per-call has proved to be an extremely cost-effective form of advertising. While other marketing channels (online and offline) come with lower overall conversion rates and higher CPAs (costs per acquisition), the pay-per-call model has definitely proved to have lower associated risks and greater returns for the company; with pay-per-call marketing, the advertiser only pays per *qualified call*. iCan only pays once the prospect has been on the phone with the representative for 1 minute or more. The required call duration is set by the advertiser.

Furthermore, the trust factor and transparency by using the analytical reporting in Mobile Fused is another component of pay-per-call that advertisers love so much. As an advertiser, you have the ability to log into your dashboard, see how many calls are coming in on a daily basis, which of those calls met your specified call criteria, which ones were repeat callers, and much more. In essence, you have a view into every action that occurs through the RingRevenue tracking platform.

With detailed reporting, high conversion rates, and high-quality lead generation, it's not just the health insurance industry that's keen to Mobile Fused and what it has to offer. More companies from various industries are taking advantage of Mobile Fused and performance based pay-per-call marketing. It's also quite effective for generating auto insurance leads, according to the Director of Marketing at a national auto insurance company: *"Pay-per-call has generated such great conversion rates for us, and the fact that we pay only for each lead, it's an obvious decision to take on the pay-per-call model to augment our advertising efforts. Any sharp advertiser is either currently using pay-per-call for their business, or will do so once they get word about this incredible way of marketing. It's still a relatively new form of lead generation for businesses, with by far the most potential I've seen in a marketing channel in years. If you haven't utilized pay-per-call and you're an auto insurance company (or any national company for the matter) that wants more call-based traffic, you're about to miss the boat if you don't adopt pay-per-call soon."*

According to Mobile Fused founding partner Justin Elenburg, "the potential in pay-per-call is quite significant. The revenue we have generated through this channel for numerous national companies, small and large, has been amazing. I anticipate great growth for the our company and the companies we serve with our pay-per-call advertising platform in the years to come."

About Mobile Fused

Mobile Fused delivers world-class mobile performance-based digital marketing solutions. With over 10 years of combined experience in the mobile marketing space, the company's founders Justin Elenburg and Curt Denny know what it takes to run a successful mobile campaign, every time. With cutting-edge technology and tools, Mobile Fused generates the highest quality mobile leads in the business. Verticals include insurance, healthcare, education, and more. Advertisers are encouraged to apply at:

<http://mobilefused.com/advertisers.html>

<http://insurancenewsnet.com/article.aspx?id=358126#.UQxjDGfkKyU>

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