

## SPG Solutions Enters Pay-Per-Call Arena

by Shankar Gupta, Tuesday, Mar 15, 2005 7:00 AM EST

**MARKETING TECHNOLOGY COMPANY SPG SOLUTIONS** is launching its own pay-per-call technology for online publishers, the company said Monday. The company intends to sell the product, called ZiffLeads, to publishing sites, which will be able to offer this marketing option to advertisers. Pay-per-call is aimed at serving the millions of small and medium businesses in America that don't have Web sites, but still want to benefit from online advertising and e-commerce. It follows a similar model to pay-per-click, with ads posted on a publisher's Web site, but the advertiser doesn't pay unless the customer makes a telephone call.

Another pay-per-call player, Ingenio, signed a deal with AOL in January to provide technology for pay-per-call ads served on AOL's search pages, starting in April. "AOL's stepping up because we have a lot of confidence in the model," AOL's Executive Director for Search and Navigation, Brendan Benzing, said during a panel on pay-per-call at this month's Search Engine Strategies Conference. "At the end of the day, businesses know the value of a call, and they're willing to pay."

SPG Solutions founder and CEO Gopesh Kumar said that ZiffLead's technology platform offers users a number of customization options. For instance, partners can adopt a bid-per-placement system similar to pay-per-call competitor Ingenio's, but might also choose other options, such as a flat, pay-per-call scheme or a set rate bundled with other advertising options, Kumar said. "They can use this technology platform to incorporate it any way they want, and we provide the Web interface," Kumar said. "That's where this current leads technology is creating a lot of interest with these partners." And the way in

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