



## **PING POST CALLS 2.0 EXPLAINED:**

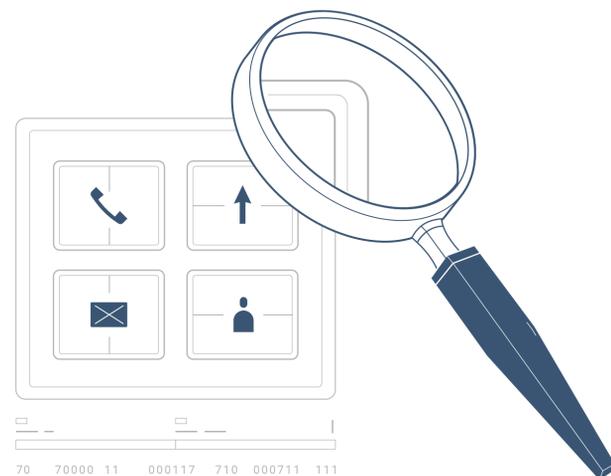
What's Inside & How The Five Lead Flows Enhance Your Call Lead Journey

# Table Of Contents

- Page 3: Go Full Throttle With Ping Post Calls 2.0, Call Logic's Newest Product Upgrade
- Page 4: The Switch To Ping Post Calls 2.0: How It Benefits All Business Models
- Page 5: Master The 5 Lead Flows To Fully Optimize Call Lead Journeys
- Page 6: Lead Flow #1: Data Collected By IVR
- Page 7: Lead Flow #2: Data Is Pinged Before The Call, With The Caller's Phone
- Page 8: Lead Flow #3: Data Is Pinged Before The Call, Without The Caller's Phone
- Page 9: Lead Flow #4: Call With Applications & No Bidding
- Page 10: Lead Flow #5: Pinging Based On Agent Availability
- Page 11: Why You Should Switch To Ping Post Calls 2.0

# Go Full Throttle With Ping Post Calls 2.0, Call Logic's Newest Product Upgrade

Call Logic is a unique call intelligence software that allows users to track their call campaigns and remain focused on robust ROI and a streamlined customer journey. Call Logic is one of the pillar products in Phonexa's all-in-one marketing automation solution for calls, leads, clicks, email, SMS, accounting, and more.



The software is fully integrative and delivers unmatched call analytics, predictive modeling, call tracking and distribution functions, and an advanced IVR telephony system. The solution is also highlighted with free API integrations aimed at boosting sales and revitalizing multi-channel campaigns.

Ping Post Calls 2.0 is the latest and greatest addition to Call Logic. It encompasses all of the benefits of the ping post that you already know. But now, it combines all lead sales under Phonexa's all-in-one turnkey suite with a reinvented approach to purchasing and selling ping post leads.

# The Switch To Ping Post Calls 2.0: How It Benefits All Business Models

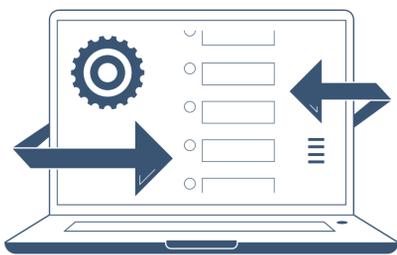
While the original Ping Post Calls were designed to primarily support the buyers-side of the lead buying and selling process, this new and updated integration is designed to provide value for publishers, buyers and direct advertisers, and affiliate networks.

With Ping Post Calls 2.0, there's a solution for everyone:



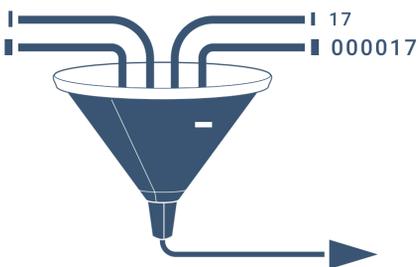
## For Publishers

- Bid on the best call data attributes
- Increase accept and sell rates
- Decrease lead returns



## For Buyers & Direct Advertisers

- Refine lead buying strategies
- Increase conversions and sales
- Buy leads with a higher propensity

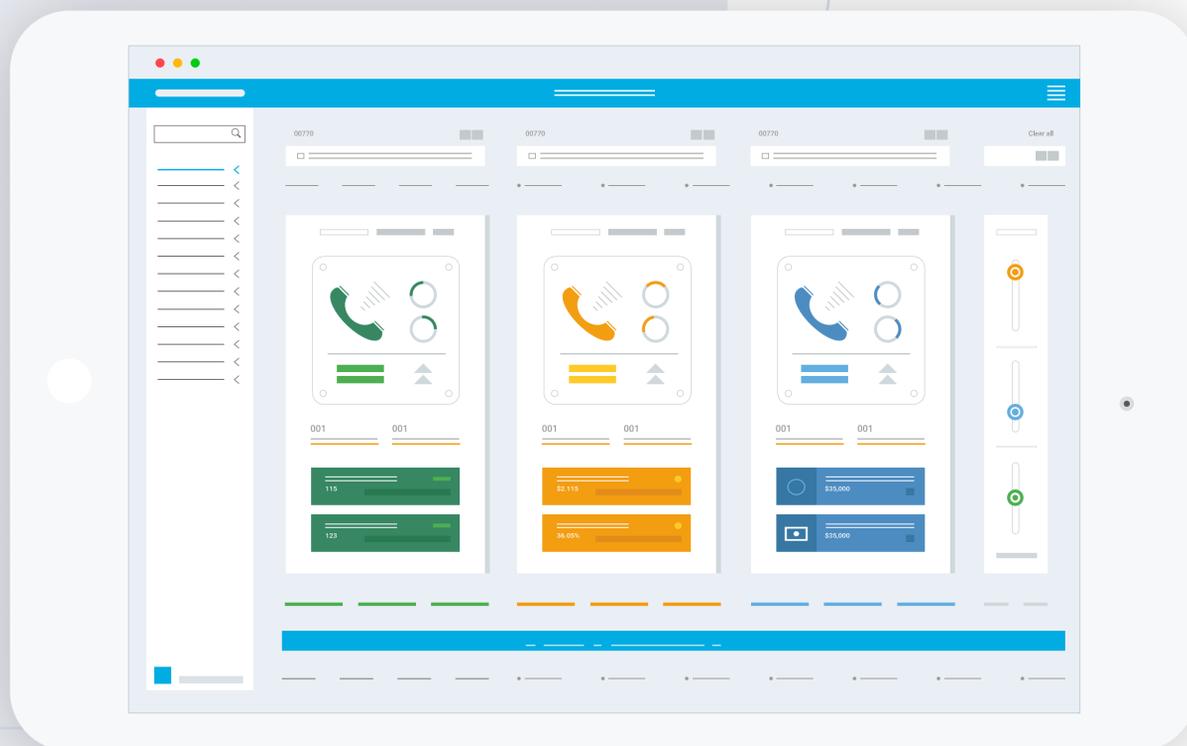


## For Affiliate Networks

- Accessible to buyers, publishers, and networks
- Filtered buying strategies
- Predictive analysis & modeling

With innovative components like dynamic duration to sell, dynamic buyer phone numbers, dynamic and static campaigns, fixed pricing, and parallel pings, Ping Post Calls 2.0 fully optimizes the lead journey and supports all five call lead flows that allow publishers to connect leads to the best buyers.

# Master The 5 Lead Flows To Fully Optimize Call Lead Journeys



If you're buying or selling leads, having complete and autonomous leverage for all five of the lead flows can become the bread and butter for your lead generation or distribution business.

Each of the five caller lead flows represents a unique journey of which calls are taken through publishing, buying, and distribution.

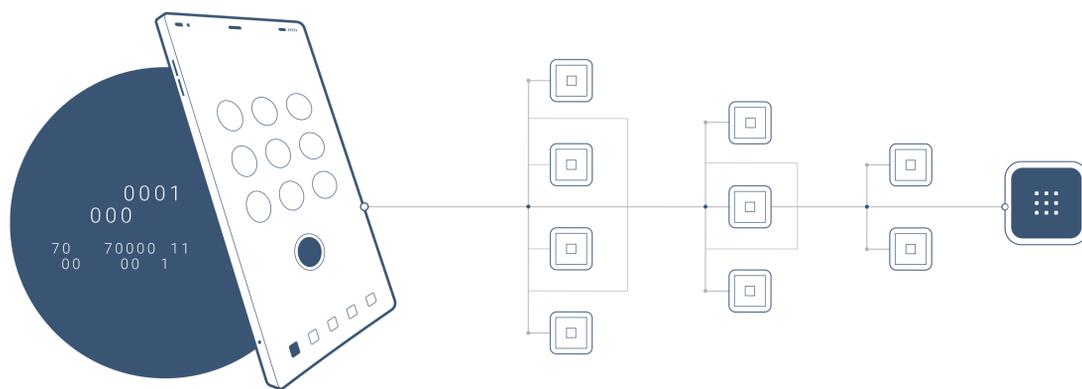
With Phonexa's Call Logic – and the new integration of Ping Post Calls 2.0 – all touchpoints are fully automated, and interactions only take a millisecond. This solution completely streamlines the process of matching buyers with the best leads while helping publishers make the highest profit from sold leads.

# Lead Flow #1: Data Collected By IVR

This lead journey begins with data collection when a call comes through an IVR, which gathers information about the caller through a series of questions that collect the caller's basic information like zip code, needs, and other data required for bidding.

As the IVR collects this data, it completes a lead evaluation to tag the caller with filters and other criteria. Simultaneously, the system pings this information to different campaigns, allowing buyers to bid on the call in real-time.

The system then detects the highest bidder and transfers the call to this buyer's dynamic or static phone numbers, considering the price and duration to sell.



Lead flows via IVR support both static and dynamic campaigns with unique functionalities.

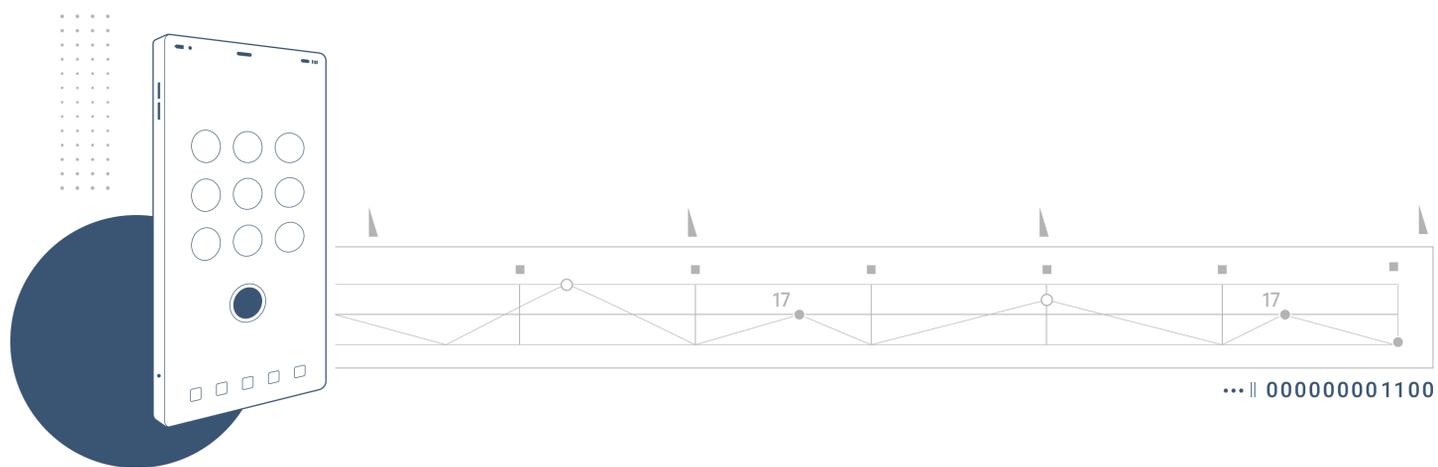
## Static Campaigns:

These campaigns feature static price, duration to sell, and phone number parameters.

## Dynamic Campaigns:

Sends a response to the ping with dynamic price, duration to sell, and dynamic phone numbers to transfer the call to the buyer.

## Lead Flow #2: Data Is Pinged Before The Call, With The Caller's Phone Number



This lead journey begins when a publisher sends the caller's data, including the phone number, to Phonexa's lead management system. As the system receives the data, it pings buyers with the lead information and waits for price offers. The system analyzes the bids from the buyers, detects the highest bid, and sends it to the publisher.

If the publisher decides to accept this bid, they transfer the call to Call Logic. Based on the caller's phone number, the call will be attributed to the corresponding buyer's campaign, considering the duration to sell and price.

This lead flow supports both static and dynamic campaigns, each with unique functionalities:

### Static Campaigns:

These campaigns feature static price, duration to sell, and phone number parameters.

### Dynamic Campaigns:

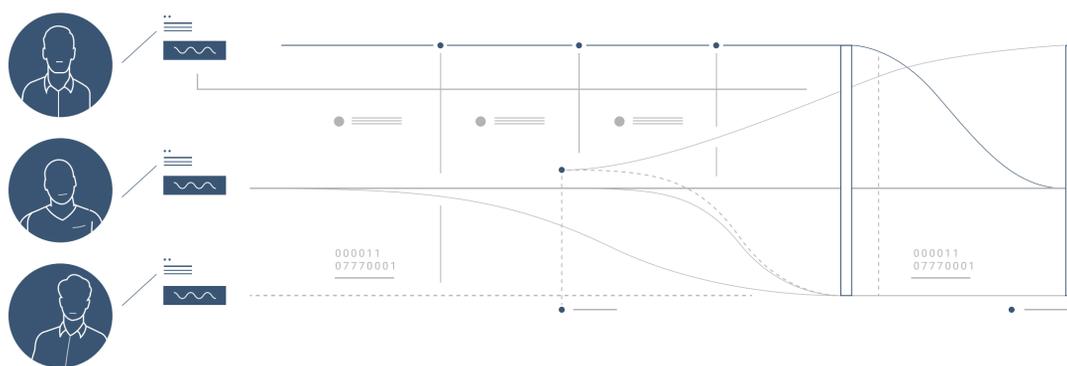
Sends a response to the ping with dynamic price, duration to sell, and dynamic phone numbers to transfer the call to the buyer.

## Lead Flow #3: Data Is Pinged Before The Call, Without The Caller's Phone Number

This lead journey begins when a publisher sends the caller data, without a phone number, to Phonexa's lead management system. The system receives the data and parallel pings buyers with lead information, filters, and phone numbers.

At this time, the lead goes through the regular bidding cycle, and buyers bid to purchase the lead. The system then analyzes the bids from the buyers, detecting the highest price offered, and sends it to the publisher with a dynamic phone number to transfer the call to.

If the publisher decides to accept this bid, they must transfer the call to the phone number received in the bid response. Based on the dynamic phone number the call came to, the call will be attributed to the corresponding buyer's campaign, considering the duration to sell and price.



This lead flow supports both static and dynamic campaigns, each with unique functionalities:

### Static Campaigns:

These campaigns feature static price, duration to sell, and phone number parameters.

### Dynamic Campaigns:

Sends a response to the ping with dynamic price, duration to sell, and dynamic phone numbers to transfer the call to the buyer.

# Lead Flow #4: Call With Applications & No Bidding

With this lead flow, when a call comes into Call Logic, the system pings first-party and third-party databases to collect and attribute more data to the phone number. This allows the system to optimize the caller flow, allowing callers to bypass the IVR when making calls.

This way, when a call reaches an agent's CRM dashboard, the representative already has access to essential caller data that was previously collected and stored in Call Logic.

Essentially, this lead flow provides a streamlined caller-agent exchange, as it gives a chance to re-confirm caller information without asking additional questions.

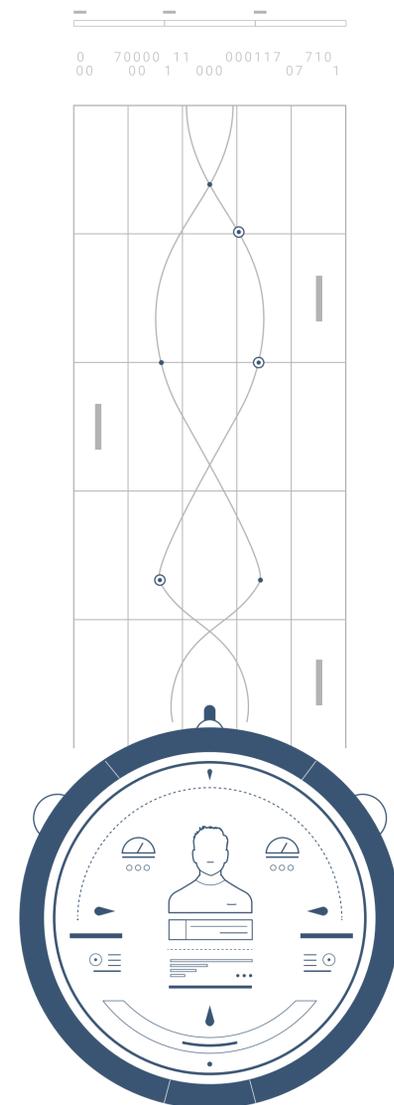
This lead flow supports both static and dynamic campaigns, each with unique functionalities:

## Static Campaigns:

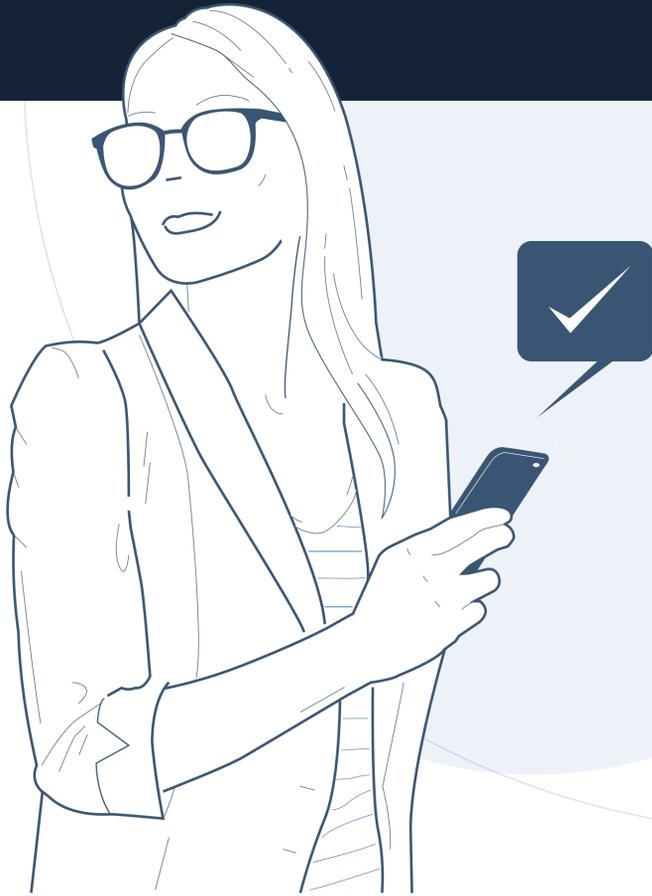
These campaigns feature static price, duration to sell, and phone number parameters.

## Dynamic Campaigns:

Sends a response to the ping with dynamic price, duration to sell, and dynamic phone numbers to transfer the call to the buyer.



## Lead Flow #5: Pinging Based On Agent Availability



This lead journey begins when a publisher sends caller data to Phonexa's lead management system to identify a buyer available to accept the call.

When pinged, the system will search for buyers who indicate agent availability. If a buyer is found, the publisher will get an "accept" response from the system, indicating an available agent to take the call.

Once the publisher receives the "accept" response, the call will be transferred to the available agent's Call Logic system, and the publisher will receive the static bid price.

# Why You Should Switch To Ping Post Calls 2.0

In today's competitive landscape, different companies have different definitions of what Ping Post Calls are. This perception often translates to basic calls with data functionality. But most commonly, clients of Phonexa's competitors need to build custom functionality on top of their platform capabilities in order to accomplish what Phonexa's Ping Post Calls 2.0 already handles.

- Embedded within Call Logic and backed by Phonexa's all-in-one marketing automation solution for calls, leads, clicks, email, SMS, accounting, and more, Ping Post Calls 2.0 has the potential to be fully tailored or customized to address everyone's business needs.
- Ping Post Calls 2.0's compatibility with all five lead flows, makes it possible to maximize the performance of every single lead journey within every single call campaign.
- Phonexa's expertise is backed by unrestricted market insights from major industry leaders, which has made it possible to offer a competitive approach to the ping post journey.
- Ping Post Calls 2.0 operates in the best interest of users of all types, including advertisers, publishers, and affiliate networks.
- Its distinctive functionalities and smart approach to tech allow users to have full leverage of buying and selling leads.

Are you ready to start making the most of every lead journey with the most powerful solution in the market with Ping Post Calls 2.0?

[\*\*Schedule A Consultation\*\*](#)



Email: [\*\*sales@phonexa.com\*\*](mailto:sales@phonexa.com)  
Phone: **818-800-0000**

505 North Brand Boulevard,  
16th Floor, Glendale, CA 91203