



callgen™

DIRECTORY

INFORMATION PACK

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**PART 1 | INTRODUCTION**

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**1.1 What is Cost-Per-Call?**

Directories are a ready made goldmine, with each listing a potential source of revenue.

With Callgen, you can turn your directory into a fully interactive service, supplying information to visitors and calls to advertisers.

*A Directory has a revenue stream that can quickly become a river.*

With Cost-Per-Call (CPC), each of your advertisers can pay for a button to be added to their listing, which allows callback facilities along with a freephone number and bespoke landing page if needed.

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**1.2 How it Works**

- Step 1) You sign up for a directory account
  - Step 2) We provide the code for the buttons and landing page
  - Step 3) You insert it onto your pages next to the advertiser listing
  - Step 4) Your visitors use the callback facility or call the advertiser directly
  - Step 5) You get a fee per call that you specify, minus the 50p flat charge
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**1.3 The Calling Process**

Once you decide to give an advertiser these facilities, you can allow an info button alongside their listing with it linking to the bespoke landing page. The page shows the unique freephone number we assign, a profile and brief description of the company and the opening hours, along with the callback interface itself.

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**1.4 The Callback Process**

Imagine a listing on your directory, with the attractive button detailed above showing alongside.

A visitor to your directory decides he would like the advertiser to call him on Monday morning at 10am. He clicks the button, enters his phone number into the callback interface and sets the time and date as above. On Monday morning at 10am our system calls the advertiser and when he picks up the phone he hears:

"This is Callgen. A potential customer has requested a callback. Please select 1 to ring them now, 2 to cancel or hang up and Callgen will retry you in five minutes"

Assuming they select 1, the system then rings the enquirer as they requested.

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**1.5 The Difference**

You now have a fully interactive directory, with business profiles, freephone numbers and callback facilities. The visitors have more choice, the advertisers get more calls and you have a service that cost nothing to implement generating revenue for you.

**POWER YOUR BUSINESS WITH CALLGEN**

## PART 2 | SIGNING UP

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### 2.1 How Do I Sign Up?

You can sign up from [www.callgen.co.uk/signup\\_dir.php](http://www.callgen.co.uk/signup_dir.php)

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### 2.2 What Happens Next?

Once you've signed up you'll receive a confirmation email and in due course an account will be created for you. The logins to the account will be sent by email to you and from that point you'll be able to access the account and start campaigning.

## PART 3 | CAMPAIGNING

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### 3.1 Advert Request

The first step here is to decide upon a category. Once this is done one of our Distribution Managers will examine the request and either approve or reject it. The decision will be posted in the user notification section of your account.

An advert example is shown here:  
(468x60 pixels banner)

<b>No Call? No Fee</b> Performance-Based Advertising Phone Callgen today.	<b>0800 022 6134</b> <b>Click to arrange a callback</b>  Pay Per Call
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### 3.2 Getting Code

If your advert request is approved, you will be able to get the code that will enable you to have the chosen banner inserted onto your site.

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### 3.3 Withdrawing Funds

The "Funds" section of your account enables you to specify the bank account you want to receive the funds, assuming there is more than £10 to transfer.

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### 3.4 Editing an Advert

An advert can be edited at any time from within your online account and once the new version is approved the new banner will be live on your site.

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### 3.5 Deleting an Advert

An advert can be deleted at any time.

Once an advert has been deleted we keep a copy for 60 days, after which time it will be irretrievable

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### 3.6 Reactivating a Deleted Advert

A deleted advert can be reactivated for up to 60 days following deletion and you will need to contact us at [sales@callgen.co.uk](mailto:sales@callgen.co.uk) in order to do so.

## PART 4 | REPORTING

### 4.1 Call Summaries

Call summaries are designed to let you see at a glance how many calls each campaign is receiving. An example can be seen here:

The screenshot shows the 'directory control panel' for Callgen. The navigation bar includes 'CONTROL PANEL', 'Create Advert', 'Manage Adverts', 'Get Code', 'Reports', 'Funds', 'Edit User Details', and 'LOGOUT'. The report title is 'Summary'. It displays 'Total referrals: 103' and 'Account funds status: £103.00'. A filter section at the bottom shows 'From 1 September 2005 to 31 September 2005' with 'Filter' and 'Clear' buttons.

### 4.2 Call Breakdowns

Each call breakdown is a detailed analysis of the calls that campaign has generated, along with the itemised costs involved.

The screenshot shows the 'directory control panel' for Callgen. The navigation bar includes 'CONTROL PANEL', 'Create Advert', 'Manage Adverts', 'Get Code', 'Reports', 'Funds', 'Edit User Details', and 'LOGOUT'. The report title is 'Breakdown of Calls'. It displays 'Showing results from 01/09/2005 to 31/09/2005' and 'Lines per page: 20'. A table lists individual calls with columns for Call ID, Date, Time, Duration, and Revenue. The table contains 20 rows of data. A filter section at the bottom shows 'From 1 September 2005 to 31 September 2005' with 'Filter' and 'Clear' buttons.

Call ID	Date	Time	Duration	Revenue
1125746959.66	03/09/2005	12:23	4m 01s	£1.00
1125747007.68	03/09/2005	12:24	5m 29s	£1.00
1126255892.70	09/09/2005	09:44	3m 01s	£1.00
1126255949.72	09/09/2005	09:45	1m 12s	£1.00
1126255976.74	09/09/2005	09:46	4m 23s	£1.00
1126256024.76	09/09/2005	09:47	3m 05s	£1.00
1126256119.78	09/09/2005	09:48	5m 33s	£1.00
1126256654.85	09/09/2005	09:57	1m 50s	£1.00
1126546955.106	12/09/2005	18:35	4m 23s	£1.00
1126553515.108	12/09/2005	20:24	5m 21s	£1.00
1126887988.4532	16/09/2005	17:19	0m 25s	£1.00
1127213445.6871	20/09/2005	11:43	3m 01s	£1.00
1127213669.6874	20/09/2005	11:46	4m 23s	£1.00
1127213769.6877	20/09/2005	11:48	5m 29s	£1.00
1127213836.6880	20/09/2005	11:49	3m 57s	£1.00
1127214043.6886	20/09/2005	11:52	0m 23s	£1.00
1127214120.6889	20/09/2005	11:54	5m 45s	£1.00
1127214217.6892	20/09/2005	11:55	4m 12s	£1.00
1127214286.6896	20/09/2005	11:57	1m 12s	£1.00
1127214893.6928	20/09/2005	12:07	3m 41s	£1.00

### 4.3 Funds

The balance of your account can be viewed at any time from within your account. Details are also available on individual Campaigns and payments can be made online too.

directory control panel

**callgen**

CONTROL PANEL | Create Campaign | Manage Campaigns | Reports | Funds | Edit User Details | LOGOUT

### Add Funds

#### CREDIT CARD PAYMENTS

Campaign name:

Manual fund top-up: £50

\*Card type:

\*Card number:

\*Name on card:

Issue number (switch only):

\*Expiry date:

Start date:

\*Card verification number:  (last 3 digits on back of card)

#### BACS & CHEQUE PAYMENTS

**To make a BACS payment to Callgen please use the following details:**

Sort Code: XX-XX-XX  
Account Number: XXXX XXXX  
Ref: CG-XXXXX-XXXXXX

**To make a payment by cheque please send payment to the address opposite, making all cheques payable to Callgen Ltd.**

Please write the following reference number on the back of the cheque.

Ref: CG-XXXXX-XXXXXX

**All cheques should be posted to:**

**Callgen Ltd.**  
Suite 9a  
The Coliseum Business Centre  
Riverside Way  
Camberley  
Surrey  
GU15 3YL

If you have any questions relating to funds or payments please call 0800 226622 or email [accounts@callgen.co.uk](mailto:accounts@callgen.co.uk)

**Callgen Ltd**, Suite 9a, The Coliseum, Riverside Way, Camberley, Surrey GU15 3YL

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