



TelephonyWorld Launches New Pay-Per-Click (PPC) Telephony Marketplaces

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Advertisers in the Telephony and Telecommunication marketplace now have a low cost alternative to reach thousands of business decision makers daily

PR9.NET September 21, 2004 - NEW JERSEY - Advertisers in the Telephony and Telecommunication marketplace now have a low cost alternative to reach thousands of business decision makers daily.

TelephonyWorld.com has created new targeted marketplaces on the highly visited site that allows vendors and service providers looking to attract new customers in the space to easily add text link advertisements and only pay when someone clicks on their ad.

Text based ads have been springing up all over the web and have been proven extremely effective when used on specialized community sites like TelephonyWorld.

The site caters to over 3000 business decision makers daily who visit the site in search of new Telephony and Telecommunication solutions for their companies.

Responses to these text ads have been as high as 10% when placed on targeted sites and even some of the web gorillas like Google have realized the potential of text based Pay-Per-Click (PPC) advertising.

There are more than 20 MarketPlace sections throughout the site that range from such target areas as VOIP, Call center, CRM, Voicemail, Fax, Wireless and more. These marketplace sections receive the bulk of site visitors as they research solutions for their business needs.

The new system is easy to use, and is a "self serve" application that can have advertisers up and serving these ads throughout the TelephonyWorld site in 15 minutes or less. Once an advertiser signs up, they create their ads, add money to their account via secure PayPal, choose a site section for their ad and the ads start running on the site.

Complete reporting is provided in real time whenever the advertiser logs into the system. This allows advertisers to test ads and refine their campaigns to ensure the best responses.

New accounts can be started with as little as 25\$ and most marketplace links cost ten cents per click. Advertisers who wish to be more aggressive with their campaigns can "bid" their links up higher in the listing results to ensure more exposure.

For more information on the service and to register visit

<http://www.telephonyworld.com/sponsor/adnetwork.htm>

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About TelephonyWorld

TelephonyWorld (Creative Design Concepts) has been serving the Telephony and Telecom marketplace since 1998 with timely news, community features and a comprehensive buyer's guide.

TelephonyWorld is a community developed and maintained by Creative Design Concepts. The private company maintains and develops B2B web communities.

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