



Callgen first to bring VoIP-response online advertising to the UK

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URL: <http://www.pr9.net/comp/internet/2966november.html>

Callgen launches the first VoIP-based, Cost-per-Call advertising application in Europe.

PR9.NET November 18, 2005 - Compatible across several VoIP providers, Callgen's Duet Cost-Per-Call advertising service will now include VoIP capabilities. The service enables online advertisers to establish an instant relationship with customers through the click of a link.

"Our new VoIP Duet service enables millions of customers to directly contact advertisers at the click of a banner ad or link," explains James Barrington-Brown, Managing Director at Callgen.

"We are not just offering advertisers a whole new way of interacting with the customer, but are opening new advertising markets for publishers and allowing more businesses to benefit from online advertising".

Fully compatible with Skype, Yahoo! Messenger, MSN Messenger and other prevalent VoIP service providers, Callgen's VoIP application is a pioneer in the Cost-Per-Call advertising market. The service enables search engines, portals, publishers, agencies and ad networks to offer advertisers a fast and direct response mechanism as an alternative to pay per click advertising.

A customer clicks a link or a banner ad and within seconds a call is made to the advertiser. The caller listens through their speakers and responds through the microphone on their PC. Advertisers can establish an immediate rapport with callers and the more personal nature of a telephone conversation means that leads generated have a higher level of interest, are more committed and consequently are more easily converted into sales.

Barrington- Brown comments: "The VoIP market has enormous potential, as indicated by its accelerating growth and the recent \$2.6 billion acquisition of Skype by Ebay. Adding VoIP to online advertising allows advertisers to take advantage of this new and growing communications technology. Moreover, by providing a VoIP contact mechanism in banners, customers can more easily and conveniently speak with vendors".

Advertisers bid and pay the same Cost-Per-Call connection fees, but Callgen expects that cost-savings will be available soon for VoIP-enabled businesses. Publishers and advertising agencies will continue to benefit from the VoIP based service through revenue sharing.

Trials have already demonstrated exceptional voice quality and the Callgen platform is supported by Skycom and an award-winning ISP, Skymarket.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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