

Legacy Learning Finds Calls Convert with ShareASale Pay-Per-Call

Legacy Learning Systems produces truly comprehensive multimedia training courses for people looking for serious instruction in music, painting and dance without leaving the comfort of their homes. The company provides unintimidating and systematic learning, with a good dose of fun.

Legacy's award-winning affiliate program is managed by Matt McWilliams, no stranger to awards – or fun – himself. Winner of the 2010 Pinnacle Award for Affiliate Manager of the Year and named 2009 Affiliate Manager of the Year by ABestWeb, Matt is a blogger and industry trend-watcher familiar with the scalable new technologies and explosive growth in the pay-per-call space. Seeing the opportunity to leverage the company's strong affiliate base to drive more sales and offer customers new ways to interact with Legacy, Matt helped launch pay-per-call services through ShareASale in January 2010.

*“The program is exceeding our
ROI expectations”*
– Matt McWilliams

The Scenario

Legacy's prospective customers rely heavily on reviews, as they often don't know what they're looking for or where to start, Matt says. While one person researching guitar lessons will read a review and buy Legacy DVDs online, others want to talk things through with someone live. In the past, if a prospective customer called after reading a review on an affiliate site, the affiliate would lose the sale.



“With our pay-per-call platform, affiliates now have the ability to get paid on those calls,” Matt says.

How It Works

With ShareASale's Pay-Per-Call offering, advertisers assign unique 800 tracking numbers to each affiliate. Affiliates use those numbers in online display ads, search and email campaigns as well as in mobile and offline ads, tracking and optimizing for their most effective campaigns. The reporting feature provides a tremendous amount of information in real-time, so advertisers like Legacy can easily adjust payouts, change call flow, update SMS promotions and, if needed, automatically suspend or turn off publisher promotions.

For publishers using multiple call-tracking phone numbers, Legacy can adjust affiliate commission payouts for each number based on the quality of calls that are being generated through each number. Legacy – and its affiliate partners – can see which numbers are driving the most traffic and conversions, and which are underperforming. What's more, messaging tools are built into the platform, making it easy to send announcements and helpful tips directly to affiliates.

Getting off the ground and setting up campaigns was easy, Matt says. The company started small, testing to determine the optimal length for a quality call and to

identify the best payout structure. Today, a “converting” call involves a caller who presses 2 for information on buying a course, remains on the line for more than four minutes (the average amount of time it takes to close a sale over the phone) and who dials in during business hours when a sales agent is available to take their call. After an affiliate generates ten converting calls, Legacy looks at how many callers actually made a purchase and adjusts payouts based on the quality of those calls.

Results Beyond Expectations

“The program is exceeding our ROI expectations,” says Matt. Within the first 30 days Legacy generated nearly 200 calls, and 100 percent of the calls that qualified for an affiliate commission payout converted to a sale.

“We’re ready for this to explode”

According to Matt, the pay-per-call reporting, campaign creation and affiliate management tools are extremely easy to use. “It only took me about 10 minutes to set up each of my campaigns and it’s been easy to analyze the reports, listen to caller recordings and make pricing adjustments to better compensate affiliates for generating quality calls,” he says.

The pay-per-call opportunity has lifted some affiliates from relative quiet to shining star status. One affiliate who previously hadn’t driven a click is now making about a sale a day on pay-per-call and one every five days online.

Legacy Learning Stats

- ★ More than 200 calls in the first month
- ★ 100% of affiliate commissionable calls resulted in sales
- ★ Pay-Per-Call driving 15-20% of new affiliate signups
- ★ Less than 10 minutes to set up and launch campaign

Legacy recently increased his commissions from \$15 to \$20 on every converting call.

Providing customers with the opportunity to interact with Legacy offline is actually helping drive sales both online and off. Some customers will call, ask a few questions and then decide to buy online. The company knows the phone number was a driver in that sale, Matt says.

For Legacy, one of the most exciting results of the program is the effect on new affiliate registration. Adding ShareASale’s Pay-Per-Call platform has sparked keen interest in the Legacy affiliate program, driving as much as 15 to 20 percent of new signups.

Moving forward, with quality filtering firmly in place and a solid handle on reporting and optimization, Legacy is preparing for a large-scale pay-per-call push, expanding promotions and raising commissions for participating affiliates.

“We’re ready for this to explode,” says Matt.