

TransientNumber

White Paper

What does TransientNumber do?

TransientNumber provides real, local telephone numbers that forwards to an advertisers' regular landline or mobile telephone. Signing up is fast and easy, either integrated directly with the adtaker's front-end classified order entry system or via an online self-service browser. **TransientNumber** can be used in *both print and online*.

An example **TransientNumber** order is as follows. The example below is for Transient and Contract Classified Listings for Real Estate, the transient telephone number is shown to the right of the listing in [BLUE](#):

The screenshot shows a real estate website interface. At the top, there is a search bar with the following filters: Location: Cocoa Beach; State: FL; Any Br; Any Ba. There are also options for 'No Min Price' and 'No Max Price', and a 'SEARCH' button. A checkbox for 'E-mail Me When New Listings Meet This Search' is checked. Below the search bar, there are buttons for 'Resale (177)' and 'New Construction (3)'. The main content area has three view options: 'LIST VIEW' (selected), 'MAP VIEW', and 'LIST + MAP VIEW'. There are also links for 'View Saved Properties' and 'Print'. Below this, it says 'Featured homes are displayed first, followed by all other listings in descending price order'. The pagination shows '1 - 20 of 177' and 'Page 1 of 9'. There are 'Next' and 'Go to page' buttons, and a 'Sort by...' dropdown. The first listing is for '\$1,999,000' at '141 26th, Cocoa Beach, 32931'. It is 'Raw Land' with a photo of a tropical landscape. The description says 'Zoned 15 units per acre in south cocoa beach. 210 feet of direct banana river on deep water, 370 feet on s. 26th st., 160 feet on s. ...'. The listing agent is 'Real Estate Brevard Neal Spurlock' with phone number '(321) 574-4769'. There is a 'CALL ME FOR FREE!' button. The second listing is for '\$1,495,000' at 'Cocoa Beach, FL, 32931'. It is a 'Condominium Unit' with 'Beds: 4 Baths: 2'. The description says 'Priced over \$200,000 below recent appraisal. Entire Top Floor PENTHOUSE with 360 views of ocean, river & Cocoa Beach! Views ...'. The listing agent is 'Pruitt Real Estate, Inc.' with phone number '(321) 574-4769'. There is a 'CALL ME FOR FREE!' button.

How Does TransientNumber Work?

- 1) The adtaker upsells the advertiser a **TransientNumber**.
- 2) The advertiser chooses where they'd like the **TransientNumber** to ring (home, office, cell phone, etc).
- 3) **TransientNumber** associates the length of time to forward the call based on the run length of the ad.
- 4) The local phone number is issued immediately into the ad.
- 5) Callers dial the **TransientNumber** and our system routes the call to the number you've chosen.
- 6) Once the ad expires or is cancelled, the **TransientNumber** will ring to a recorded message that lets the caller know the item has sold.

What are the benefits?

The benefits of **TransientNumber** are *privacy* and *transiency*. Anonymity of the seller is maintained, as the real telephone number is not displayed. Once the ad is expired or cancelled, there is no way for the online user to contact the seller. There are the intangible benefits derived from customer "stickiness" (never leaving the website) and the intrinsic value of providing new and innovative products in the marketplace. The advertiser also reduces the cost (time) of customer/client acquisition, as the Media Company has the option to provide the contact number and the length of the call of buyers trying to contact the advertiser.

What are the revenue opportunities?

- ⊕ Upsell fees – Media Groups charge an average of \$10.00 per telephone number, netting \$4.00. Selling 10,000 **TransientNumbers** will generate an additional \$40,000.00 per month.
- ⊕ Cross-selling – Media companies may discount the subscription fee for current advertisers or newspaper subscribers.