



# Getting Started

Tutorial for Using the Elite-Calls System



**Elite-Calls**  
Your leader in Pay Per Call since 2010

# Joining the Pay-Per-Call Revolution

Pay Per Call Marketing is revolutionizing internet advertising; particularly in the affiliate sector. It's a WIN/WIN for both advertisers and publishers and the bottom line in both sectors is definitely beginning to prove exactly that!

For the advertisers, it gives them the opportunity to acquire solid relevant leads. Their customers come straight to them, much deeper in the sales funnel and ready to buy. As an added perk, the nature of Pay Per Call eliminates a large percentage of affiliate fraud giving the advertiser a bigger return on their advertising investment.

As for publishers, the name of the game has always been conversion rate; it's your bottom line and of course the higher the conversion rate the more successful your campaigns are. Pay Per Call campaigns often convert at 30-50% higher. Publishers also benefit from more accurate tracking. As we all know, clicks don't equal commissions, but with the enhanced metrics offers by the Pay Per Call model like unique phone numbers and call duration, your campaigns can easily be optimized to insure a much higher success rate.

# Why Elite-Calls

## CONVERSIONS



Leads >> Sales

Las Vegas based Xy7Elite & Elite-Calls has led the performance-based marketing industry since entering the market over seven years ago as ROIdealsdaily. We have a proven track record of providing our publishers with the highest and fastest payouts, exclusive deals, and 24/7 affiliate support!

As our network of publishers grew to several thousand, CEO Kevin DeVincenzi, a New York Native realized that there was a solid need for a pay per call division and Elite-Calls was launched in 2010.

Since that time Elite Calls has grown and now takes its place as a leader in the pay per call industry; with a dedicated account management team Elite-Calls brings advertisers and publishers together in the common goal of efficiently marketing products and services with maximum results.

# First Steps for New Publishers



Once you have applied for an Elite-Calls account you will automatically be assigned to a dedicated account manager that will work closely with you to ensure for maximum pay per call campaign success.

The first step will be to meet with your account manager to discuss your business goals with our company. During this meeting it will be decided if you meet the criteria to work with our network and what campaigns you are interested in running.

In order to determine if you meet criteria we will need to have a clear understanding of your experience with Pay Per Call, your traffic sources, your average current monthly commission and your monthly advertising budget. Screenshots of your commissions and advertising platforms are particularly helpful during this phase.

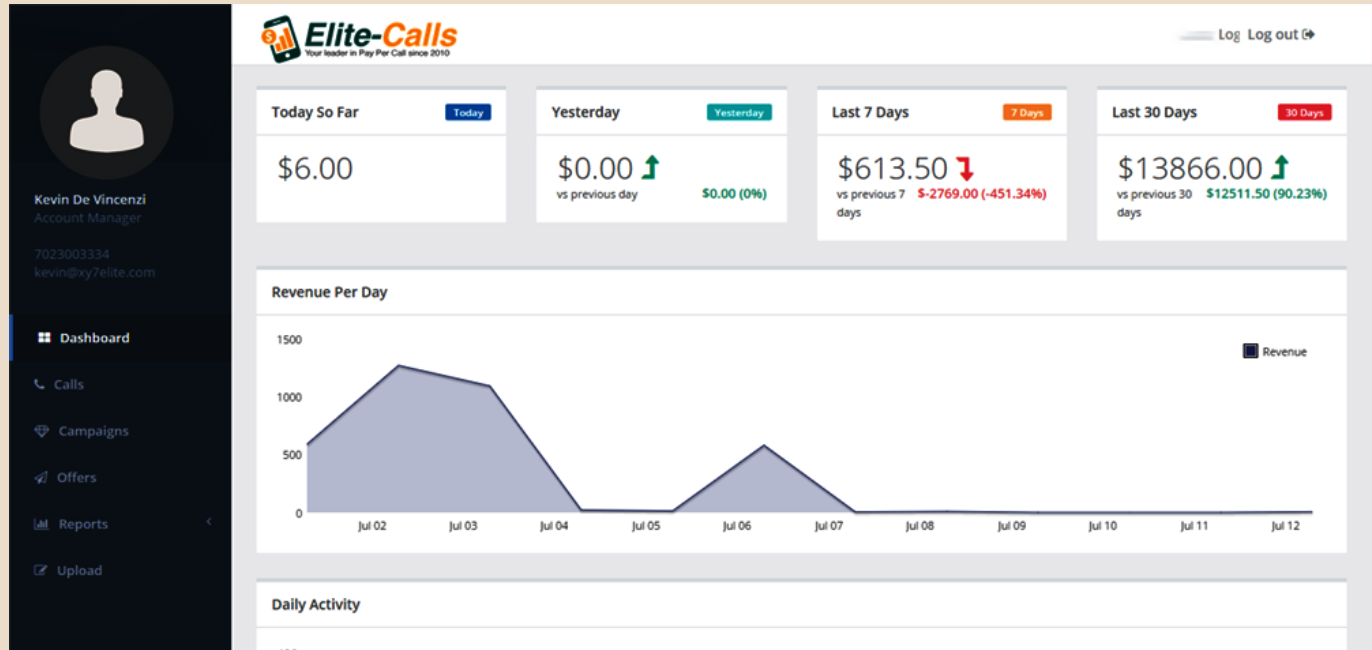
Once approved you will automatically be approved to run all the campaigns on Xy7Elite as well and you will need to create an account at [www.xy7elite.com](http://www.xy7elite.com).



# Using the Elite-Calls Platform

Once approved you will receive an email from Elite-Calls Support with your login information. Once logged in you view your dashboard. This is a quick view of your campaigns and your earnings.

From the navigation bar on the left you will be able to locate your account managers contacts and easily navigate through the platform.






# Navigating your Call Logs

All the data regarding your call history is readily available allowing you to optimize your campaigns for superior results.

## FEATURES


- Exportable to CSV
- Real Time Conversion Data
- Sortable Columns





Kevin De Vincenzi  
Account Manager  
1700 S. 13th St.  
Tomball, TX 77375

- Dashboard
- Calls
- Campaigns
- Offers
- Reports
- Upload



Home / Call Transfers

### Call Transfers

Campaigns: ALL    07/01/2015 to 07/12/2015     Real Data

Show 10 entries    Search:   

Campaign	From	To	Location	Repeat?	Paid?	Revenue	Duration	Date & Time
Tech Support #2	16472832905	18552237604	Ontario, US	No	Yes	\$4.50	0:00:50	2015-07-03 15:18:15
Tech Support #2	16137903194	18552237604	Ontario, US	No	Yes	\$4.50	0:14:32	2015-07-02 20:08:15
Tech Support #2	19074861061	18552237604	Kodiak, AK, US	No	Yes	\$4.50	0:26:02	2015-07-06 16:12:04
Tech Support #2	16036478597	18552237604	Manchester, NH, US	Yes	No	\$0.00	0:29:22	2015-07-03 17:53:27
Tech Support #2	14356600225	18552237604	Utah, US	No	Yes	\$4.50	0:03:13	2015-07-02 20:31:33
Tech Support #2	18134137039	18552237604	Florida, US	No	Yes	\$4.50	0:04:50	2015-07-06 16:30:57
Tech Support #2	16195626381	18552237604	Santee, CA, US	No	Yes	\$4.50	0:17:11	2015-07-02 22:21:47
Tech Support #2	12282829888	18552237604	Mississippi, US	Yes	No	\$0.00	0:01:21	2015-07-03 17:25:18
Tech Support #2	16175661594	18552237604	Brookline, MA, US	No	Yes	\$4.50	0:27:34	2015-07-02 21:09:21
Tech Support #2	14032305921	18552237604	Calgary, AB, US	No	Yes	\$4.50	0:05:49	2015-07-02 22:31:31
<b>Total:</b>						<b>\$3,586.50</b>	<b>246:17:52</b>	



# Your Campaigns

All of your campaign details are easily accessed through your campaign dashboard. The interface allows CSV export and has search functions for your to easily locate your data.

Click the Campaign Name to Access Additional Campaign Details.



Kevin De Vincenzi  
Account Manager  
7023003334  
kevin@w7elite.com

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### Campaigns

Show  entries

Search:

[Copy](#) [CSV](#) [Print](#)

Campaign	Offer	Vertical	Payout Model	Payout	Calls Payout Method	Duration (s)	Calls Payout	Status
<a href="#">Tech Support #2</a>	Tech Support: Online PC Repair - RAW Transfers	Tech Support	Pay Per Call	\$4.50	Pay Per Transfer	N/A	\$0.00	Active
<a href="#">Tech Support - 30 Sec Duration #1</a>	Tech Support: Online PC Repair - 30 Sec Duration	Tech Support	Pay Per Call	\$6.00	Pay Per Transfer Duration	30	\$0.00	Active
<a href="#">Tech Support - 30 Sec Duration #2</a>	Tech Support: Online PC Repair - 30 Sec Duration	Tech Support	Pay Per Call	\$6.00	Pay Per Transfer Duration	30	\$0.00	Active
<a href="#">Tech Support - 30 Sec Duration #3</a>	Tech Support: Online PC Repair - 30 Sec Duration	Tech Support	Pay Per Call	\$6.00	Pay Per Transfer Duration	30	\$0.00	Active
<a href="#">Tech Support - 5 Sec Duration</a>	Tech Support: Online PC Repair - 5 Sec Duration	Tech Support	Pay Per Call	\$4.00	Pay Per Transfer Duration	5	\$0.00	Active
<a href="#">Tech Support - CA</a>	Tech Support: Online PC Repair - RAW Transfers	Tech Support	Pay Per Call	\$4.50	Pay Per Transfer Duration	30	\$0.00	Active
<a href="#">Tech Support - USA</a>	Tech Support: Online PC Repair - RAW Transfers	Tech Support	Pay Per Call	\$4.50	Pay Per Transfer	N/A	\$0.00	Active

Showing 1 to 7 of 7 entries



# Campaign Detail Screen

## CREATIVES:

One of the benefits of PPC is that you get complete creative control. So for most campaigns creatives will be available. If they are you will find them under the creative tab here

## TRACKING:

Unique tracking links are generated for each campaign.

Additionally you will find it easy to upload your conversion pixel for use in our system.

**Kevin De Vincenzi**  
Account Manager

7023003334  
kevin@wy7elite.com

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## Campaign Detail

Home / Campaign / Campaign Detail

### Tech Support #2

**Status:** Active

**Expires:** Never  
**Vertical:** Tech Support  
**Offer:** Tech Support:  
Online PC Repair -  
RAW Transfers

**Created:** 2015-04-30 14:32:11

**Payout Model:** Pay Per Call  
**Payout:** \$4.50

**Calls Payout Method:** Pay Per Transfer  
**Calls Payout:** \$0.00

Additional Info   **Creatives**   Phone Numbers

Phones numbers are generated by your account manager when you are ready to set your campaigns live

#### Tracking Link:

<http://elitecalls.leadspediatrack.com/?c=40>

Conversion Pixel:

Upload Conversion Pixel

## Offer description

Max 25 calls PER HOUR.

### Testing Instructions

Ad messaging should: - Not lead reader to believe it's Microsoft or any other key brand; - Be conditional ('may', 'might', etc) versus definitive (no definitives like 'you have a virus', etc.) - No scan results can be displayed that aren't actually the result of an actual scan

**OFFER DETAILS:**  
All your filters and testing instructions are found





# Reporting

Our easy to use interface features four different reporting modules:

- Calls
- Campaigns
- Daily Activity
- Sub ID Reporting

And like the other publisher dashboard modules all reports are easily exported into CSV formatting making it easy to share with your team or clients.

**Elite-Calls** Your leader in Pay Per Call since 2010

Log out ↗

### Calls Report

Home / **Calls Report**

07/01/2015 to 07/20/2015

#### Calls Revenue

Campaign	Calls	Billable	Billable Rate	Avg. Call Duration	Avg. Price Per Call	Total Amount
Tech Support #2	263	199	75.67%	718.21	\$3.40	\$895.50
Tech Support - 30 Sec Duration #1	3176	1971	62.06%	512.14	\$3.72	\$11,806.50
Tech Support - 30 Sec Duration #2	33	8	24.24%	92.61	\$1.45	\$48.00
Tech Support - USA	728	550	75.55%	923.30	\$3.40	\$2,475.00
<b>Total:</b>	<b>4200</b>	<b>2728</b>				<b>\$15,225.00</b>

Showing 1 to 4 of 4 entries

Search:  Copy CSV Print

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# Contacting Our Team



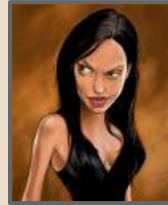
**KEVIN DE VINCENZI / CEO**  
Email: [Kevin@Elite-Calls.com](mailto:Kevin@Elite-Calls.com)  
Phone: (702) 848-3954 x702  
Skype: kdevincenzi



**ANTHONY ALVES / Network Manager**  
Email: [Anthony@Elite-Calls.com](mailto:Anthony@Elite-Calls.com)  
Phone: (702) 848-3954 x700  
Skype: xy7anthony



**TINA DIXON / Account Manager**  
Email: [Tina@Elite-Calls.com](mailto:Tina@Elite-Calls.com)  
Office: (702) 848-3954 x706  
Skype: xy7tina



**RHIANNA ROSS / Billing & Operations**  
Email: [Billing@Elite-Calls.com](mailto:Billing@Elite-Calls.com)  
Phone: (702) 848-3954 x703



**LANA STARCEVICH / Account Manager**  
Email: [Lana@Elite-Calls.com](mailto:Lana@Elite-Calls.com)  
Office: (702) 848-3954 x701  
Skype: lana814

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