



# Commonly-Asked Questions

**Q: What is the cost of a typical call?**

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A: Each connected call is priced based on message length, with the base price being 8 cents for a message of up to 30 seconds in length. A 60 second message costs 10 cents, and each additional 15 seconds is 2 cents. Keeping messages at around one minute in length ensures greater recipient interest and keeps your call campaigns cost-effective. We do not charge for 'Bad Numbers' or for No Contact results (3 attempts made). Typically 90% of the people on your list will receive your message, the remainder being disconnected numbers or no contacts.

**Q: How do I send you my data?**

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A: Most clients e-mail us their data which consists of first name, last name, and telephone number. It can be in any format you choose, including comma delimited or tab delimited text files, Word, Microsoft Access, FoxPro, Excel, Dbase – we can work with any data type.

If you cannot e-mail us data, we will accept small quantities of neatly printed lists faxed to us. An additional charge may apply for faxed information.

**Q: Is my data kept confidential?**

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A: Yes. We do not do anything with your data other than store it for your own future use if you wish to place a call campaign using the same data. Anytime you send us fresh data, we overwrite anything in your account with the latest version.

**Q: How long does it take to deliver my calls?**

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A: Call campaign delivery is based on a number of factors including message length and the number of live answers versus answering machine contacts. Typically Power Caller can deliver 400 one-minute messages per hour.

**Q: How do I request a call campaign during normal working hours of 8am-5pm?**

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A: Emailing us at [powercaller@idapinc.com](mailto:powercaller@idapinc.com) is the best way to submit a call campaign request during normal working hours. If you are established as 'self start' account, you can activate your call campaigns without contacting us, although we recommend emailing as well to ensure your calls went out properly.

**Q: How do I request a call campaign after hours or on the weekend?**

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A: We suggest that you e-mail us but always follow-up with a call to our (619) 955-6950 number. We will make every attempt to fulfill your request, but keep in mind that it is not always possible without advance notice, especially on weekends. If you know you want a call campaign to be delivered on a Saturday or Sunday and do not have a 'self start' account status, please email us so we can schedule accordingly and be on the lookout for your data file and newly recorded message.