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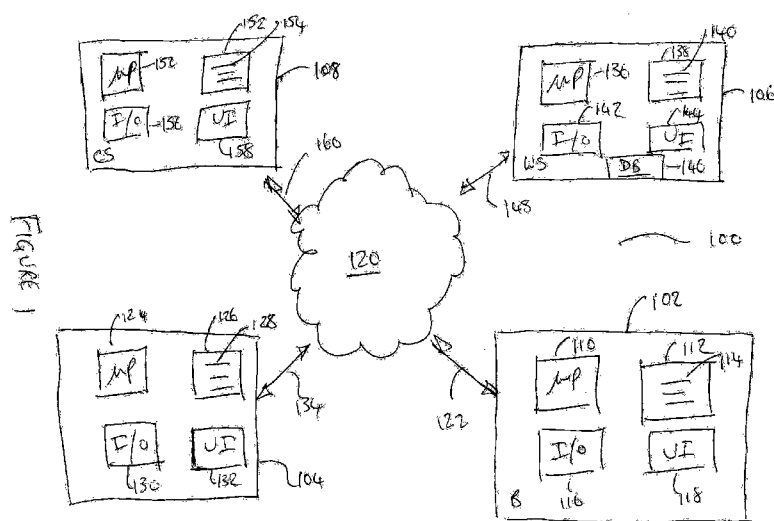
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(54) Title: COMMUNICATIONS SERVER APPARATUS AND METHODS OF OPERATION THEREOF



(57) Abstract: A communications server apparatus comprises a processor and a memory. The communications server apparatus is configured, under control of the processor, to execute instructions stored in the memory to receive, over a communications channel, link information relating to a caller input, the caller input being activation of a link in a page by a caller, the link being associated with an offer, and activation of the link being a request for a voice communication session between the caller and a call recipient about the offer. The communications server apparatus identifies the call recipient using the link information and initiates the voice communication session between a caller device associated with the caller and a recipient device associated with the call recipient. Supplementary information relating to the activation of the link is transmitted to the recipient device.