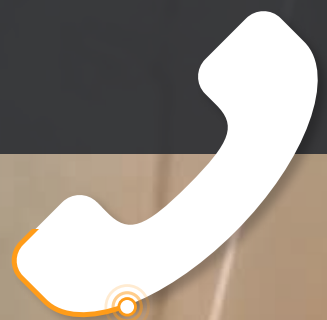# 5 Ways to Gain and Retain More Clients With Attribution Credit

mediahawk

Get credit for clicks, calls and conversions

As an agency in an increasingly digitally dominated world, your main focus for your clients' marketing budget is online. Given your experience, you trust the quality of the campaigns and ads you are putting out there. But when it comes to proving your value, you cannot know the exact profitability of your marketing efforts.

You can prove that you're driving web traffic and count the number of clicks on ads, but how many conversions can you prove were a result of your agency's work? Attribution can be even muddier if your client is experiencing an uplift in telephone calls but you can't tell which marketing method has driven these enquires. This can be frustrating as these calls are likely your doing!

To prove your worth as an agency, it is important to present the full picture to your client and supply them with data that shows where their calls are coming from, demonstrating a good return on their marketing investment (ROI).

"Calls to businesses from smartphones will reach 162 billion by 2019."

"57% of smartphone users would call a business after searching for information on their phone because they want to talk to a real person."

"70% of people are still picking up the phone to call from an ad. As much as we focus on getting people to fill out forms, people want to pick up the phone and talk to somebody."

Even though we live and breathe digital, your marketing campaigns will be generating offline conversions such as phone calls, so it's imperative for the future of your agency that you track the phone calls to your clients' business and attribute them to online activity.

Experience an instant increase in trackable enquiries

As an agency it is vital you can prove your worth to your clients by showing them they're getting an increasing return on their investment.

It is easy for your client to count the number of calls that are coming into their business, but will they know your agency was the force behind them? Or that your latest campaign is responsible for the sudden uplift in enquiries?

Many marketers still go through the effort of using traditional, and outdated, attribution methods for phone calls. For example, they may make estimates and divide calls up between channels and sales agents in what is a fairly unreliable method of measuring the effectiveness of marketing efforts.

Implementing call tracking will allow you to trace exactly where your clients' enquiries are coming from and, more importantly, if they are a result of your marketing efforts.

Call tracking software can be seamlessly integrated with Google Analytics. This integration means you can track your calls as events or virtual pageview goals to see how many of the calls made to your client were effective and where they came from, including social media, email campaigns, paid search advertising, or even offline marketing efforts.

The integration with Analytics will allow you and your client to see an instant uplift in traceable enquiries that your marketing activity has driven. This tangible data can be used to help your client invest their marketing budget efficiently to increase ROI, while providing evidence of successful campaigns run by your agency

For example, a hotel client may want to invest in both offline and online channels. Your agency may run an online and offline campaign alongside each other, allocating marketing budget for a billboard, paid search advertising and an email marketing campaign. As the calls start to come in off the back of this activity, it is difficult for agencies to determine exactly where they originated from.

Call tracking gives different media unique numbers to distinguish one medium or one user journey from another, making each lead easier to attribute. This allows the client to see which enquiries can be attributed to your agency's work, as well as which channels are the most profitable.
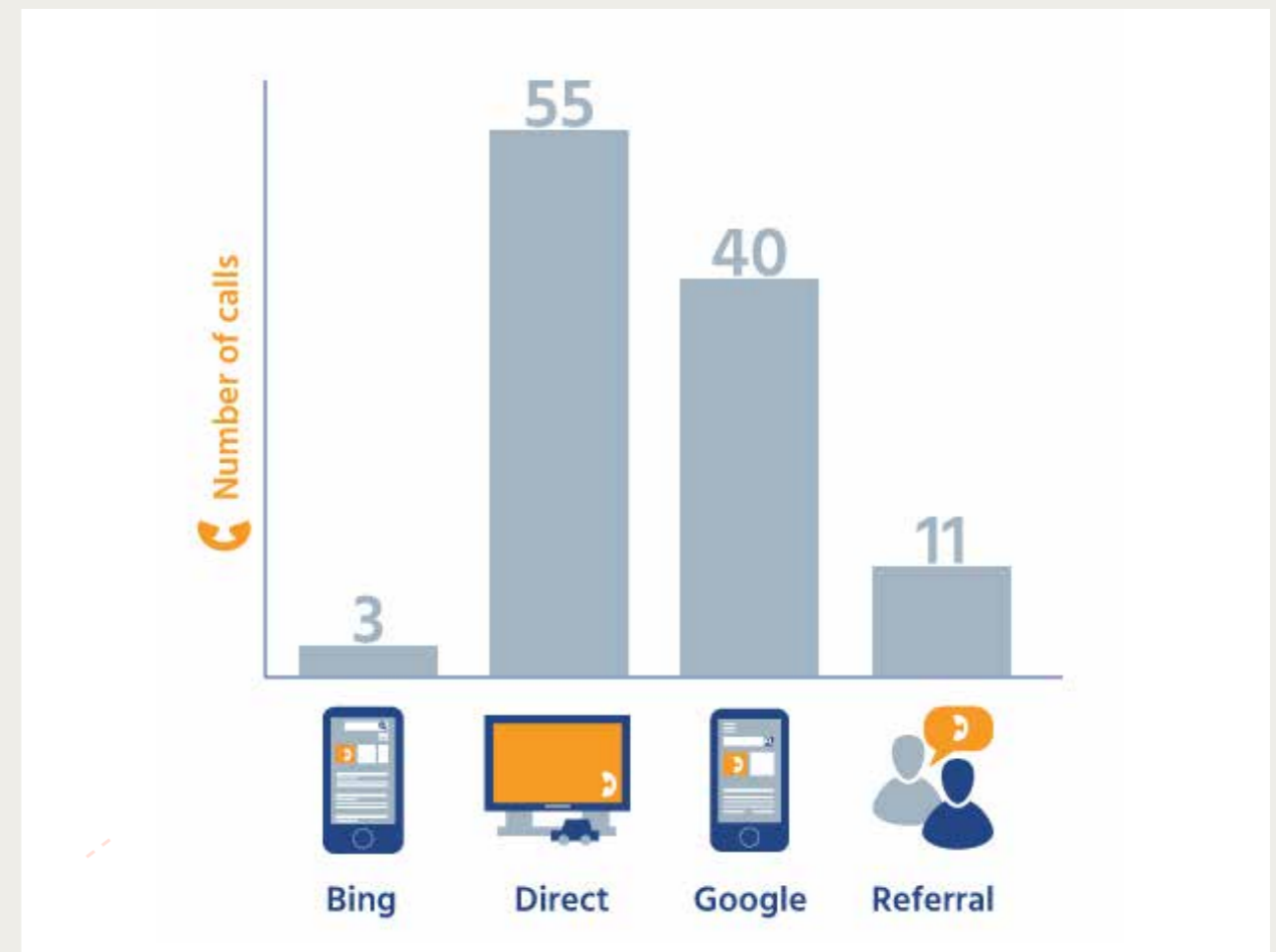
Stop wasting budget on underperforming channels

Call tracking enables agencies to pinpoint the most profitable marketing channels; accurately attributing calls to specific marketing spend. This is particularly useful for agencies that have campaigns both online and offline.

Unlike online marketing activities which can be measured using Google Analytics, it can be difficult to determine the value of offline marketing efforts.

Your client may be determined to pump a large percentage of the marketing budget into traditional media such as flyers and newspaper adverts, but if the phone number used on traditional marketing materials is the same as the number used on social media, email marketing and paid search advertising, it can be difficult to determine where enquiries have originated from.

As a result, it becomes a challenge to work out a cost per acquisition (CPA) for each channel and whether the spend is justified by the return.

For example, let's say you're working with a client in the hotel sector and want to grow their business via these four channels:

• **Google Paid Search**

• **Local Newspaper Advertising**

• **Organic Search Engine Optimisation**

• **Leaflet Drops**

Using call tracking, you can apply both online (dynamic) and offline (static) tracked telephone numbers to each of these channels to see which marketing is driving calls and prove its ROI.

Channel	Calls	Cost	Cost Per Acquisition
Google Paid Search	30	£500	£17
Local Newspaper Advertising	20	£1500	£75
Organic Search Engine Optomisation	48	£1000	£21
Leaflet Drops	10	£2000	£200

By using call tracking, you can get an idea of the CPA and whether the upfront budget proved a good investment. Looking at the example above, we can see the leaflet drop didn't drive as many calls as organic search and had a higher cost per call.

When comparing paid versus organic search, you can see that organic drove more calls, so you might want to analyse the landing pages and keywords to apply the messaging to other areas of your marketing.

Call tracking allows you to attribute calls to offline and online efforts in one place, enabling you to prove to your client which channels are performing the best and which are costing more than they are bringing in. This data allows you to better utilise your clients' spend and stop them wasting money on under-performing platforms.

Know the real customer journey with proper attribution

Many marketers and businesses make the mistake of using a last click attribution model when determining where conversions have come from. This leads them to give full credit to just the last step in what is actually a several step journey to conversion. Some marketers will choose to use a first click attribution model but will still only credit the one channel.

Call tracking gives a full insight into the customer's journey, from first click to last click and the process in between. For example, let's say an ad for your client appears at the top of a customer's search results. They choose to click the ad and are taken to the client's website. The visitor might have a question about a service or product and make the decision to call but do not convert there and then over the phone. They then come back to your client's website later and convert.

Without call tracking in this instance, the conversion would be attributed to the direct visit to the client's website. With call tracking the client can see the full journey, from the real driver, the pay-per-click (PPC) to the phone call which assisted the conversion and the final step.

Without this data your client may pull money away from PPC believing it is not profitable, resulting in a decrease in conversions and a negative reflection on you as an agency. However, call tracking would show that this channel is bringing in enquiries and pulling investment.

Call tracking allows your client to see all the channels alongside one another to see how they are performing. It provides the tangible data required to prove the value of these channels and the impact of your work through using them.

Call Tracking Journey

A customer interacts with your PPC ad	The customer is directed to your website	The customer calls you to enquire about a product/service	After the call, a conversion is made	The conversion is tracked back to the PPC advert

"74% of marketers say matching customers across multiple devices is important for growth, but only 14% has a 'strong capability' to do so"*

*source: https://econsultancy.com/blog/68676-10-important-stats-from-econsultancy-s-2016-research/

Give offline conversions a value

> **"BIA/Kelsey notes that 61% of businesses rate their inbound phone calls as "excellent leads," while only 52% rate leads from the web as excellent."**

Leads that choose the telephone typically have a higher urgency and are a lot further on in the buying process. This means calls are incredibly valuable to you and your clients.

Once a customer picks up the phone and calls your client, you lose that part of the customer's journey. You cannot analyse the conversation and therefore cannot tell what led this customer to call, what questions they asked or if a marketing campaign run by your agency was the reason they eventually went on to make a purchase.

Call tracking not only attributes calls to clicks and calls to channels, the software also has the power to attribute value to conversations. Tools like call analytics mean your clients' call handlers can score or rate phone conversations based on how warm a lead is. "Whisper" technology can also provide handlers with information about the caller, better preparing sales teams for the call.

But this data becomes even more sophisticated when you integrate it with your other tools. With Google Analytics, calls can be analysed alongside the data for online conversions as well, allowing a thorough comparison of your marketing efforts. And if you merge your conversion data with your client's CRM, you can trigger follow up lead nurturing campaigns to help close business that's stuck in the pipeline.

	Acquisition			Conversions		
	Users	New Users	Sessions	CTA - Phone Call (Conversion)	CTA - Phone Call (Goal Completes)	CTA - Phone Call (Goal Value)
	10,480	9,698	14,957	1.83%	274	£78,778.00
1. Organic Search	3,718 (33.28%)	3,230 (33.31%)	5,303 (35.45%)	1.66%	88 (32.12%)	£23,060.00 (29.27%)
2. Paid Search	3,026 (27.09%)	2,680 (27.63%)	3,899 (26.07%)	1.97%	77 (28.10%)	£22,226.00 (28.21%)
3. (Other)	1,994 (17.85%)	1,643 (16.94%)	2,759 (18.45%)	0.54%	15 (5.47%)	£4,359.00 (5.53%)
4. Direct	1,754 (15.70%)	1,657 (17.09%)	2,066 (13.81%)	3.00%	62 (22.63%)	£17,148.00 (21.77%)
5. Social	293 (2.62%)	261 (2.69%)	327 (2.19%)	3.67%	12 (4.38%)	£4,497.00 (5.71%)
6. Email	182 (1.63%)	108 (1.11%)	318 (2.13%)	4.09%	13 (4.74%)	£4,565.00 (5.79%)
7. Referral	141 (1.26%)	105 (1.08%)	187 (1.25%)	3.74%	7 (2.55%)	£2,929.00 (3.71%)
8. Display	63 (0.56%)	14 (0.14%)	98 (0.66%)	0.00%	0 (0.00%)	£0.00 (0.00%)

With this quantitative and qualitative feedback at your disposal, you can tailor your marketing strategy to be more ingrained in your client's business strategy, making you a much more valuable agency partner.

Attribute spend & optimise future paid search

When running a Google Ads campaign, the more granular your data is, the more precise an account manager can be on budget and targeting decisions.

It's really important for agencies to know what keywords are driving prospects to have longer conversations, bring in leads and are converting. It can take a lot of work to set up UTM parameters for 900 different Google Ads on the frontend, but this effort will be rewarded.

This data can help improve the effectiveness of the client's digital advertising. Account managers are able to see what keywords used by the customer caused the ad to appear and prompted them to call the client. This can help with future ads as it will pinpoint which keywords are bringing in leads.

Digital advertising can be a costly venture for businesses but can also generate a massive return when done correctly; the issue arises when calls coming into the business are not tracked and therefore cannot be attributed to the digital advertising campaigns being run by your agency.

Call tracking can help agencies to get the most out of their digital advertising, from SEO to social media ads, to Google Ads, print marketing and events. These ads usually have their own analytics data but call analytics with call tracking encompasses much more.

The call analytics from call tracking also gives the added benefit of displaying all your call data in one place. You may be running several digital advertising campaigns for your client but instead of jumping from platform to platform to view which brought in the most leads, you can use the call analytics to look at this data together for an easier and more thorough analysis.

With call tracking and analytics, it is easy to prove the worth of channels such as digital advertising because you can correctly attribute calls that are coming in to the specific ads that are responsible for the lead. This enables you as an agency to show the worth of the work you are doing to your client and instils confidence in the digital advertising channels being used.

Location	Acquisition			Behaviour	Conversions	
	Clicks	Cost	CPC	Sessions	Click to Call (Conversion Rate)	Clikc to Call (Goal Complete)
	21,042	£40,768.75	£1.94	19,286	1.38%	267
1. Glasgow	592 (2.81%)	£1,057.07 (2.59%)	£1.79	498	1.00%	5
2. Newton-Le-Willos	422 (2.01%)	£780.04 (1.91%)	£1.85	374	0.27%	1
3. Newcastle-Upon-Tyne	379 (1.80%)	£771.93 (1.89%)	£2.04	331	0.91%	3
4. London	378 (1.80%)	£737.90 (1.81%)	£1.95	352	0.57%	2
5. Wirral	295 (1.40%)	£542.55 (1.33%)	£1.84	252	0.79%	2
6. Huddersfield	294 (1.40%)	£564.49 (1.38%)	£1.92	254	1.18%	3
7. Capel Llanlltern	272 (1.29%)	£497.82 (1.22%)	£1.83	254	1.57%	4
8. Manchester	263 (1.25%)	£486.64 (1.19%)	£1.85	245	1.82%	2
9. Coventry	259 (1.23%)	£509.85 (1.25%)	£1.97	235	1.28%	3
10. Glasgow	253 (1.20%)	£501.90 (1.23%)	£1.98	232	0.00%	0

Case study
How Bamboo Nine achieved a 98% client retention rate with call tracking

Bamboo Nine are a full service agency. As a Google Ads Certified Company and Google Partner, they use market-leading technology to tailor-make strategies that ensure their clients achieve higher conversion rates, lower cost per lead and increased sales.

The challenge: Measuring offline response

Measuring online conversions is easy enough. Measuring and attributing offline conversions is a different story altogether. Implementing a robust call tracking solution provides agencies with real evidence that marketing campaigns are generating leads and phone calls.

The need: Improve PPC performance and ad spend

Bamboo Nine invested heavily in bid management software so they can quickly adjust bid spend to focus on performing search terms for their clients. It's vital they know which keywords are generating visits to their client's website and which keywords are driving calls and enquiries. They can also prove that they're spending their client's budget in the right places.

The solution: A tailored call tracking integration

Using our call tracking API, we set up a bespoke integration to stream keyword driven call data directly into Bamboo Nine's bid management platform. This allowed them to quickly focus campaigns and PPC spend on performing keywords, ensuring that their client's advertising budget was being used effectively.

The results: 98% client retention rate

Call tracking helped Bamboo Nine accurately understand which keywords are driving calls, allowing them to optimise their clients' PPC campaigns. They can see how paid search generates telephone enquiries and drill down into the data to pull out the most relevant and profitable keywords. This has led to increased client retention rates and even resulted in clients spending more money with the agency.

Gain and retain more clients with attribution credit

Discover the real the value of your marketing efforts and ramp up your clients' return on investment.

By applying tracked numbers to your marketing, you'll capture every response, deliver great results and demonstrate your agency's full value.

Call tracking gives a detailed insight into the channels that resonate with different target audiences, as well as evidence of the effectiveness of individual campaigns. You will be able to provide clients with complete conversion analytics and develop data-driven multi-channel attribution models.

Use call data to track customers who engage both online and offline, and optimise your clients' marketing campaigns to improve response rates. Correctly attribute revenue to marketing campaigns, prove return on investment and focus spend on the most effective channels.

Integrate call data into these popular marketing systems:

Google Analytics   Marin SOFTWARE   salesforce   HubSpot

Google Ads   DoubleClick by Google   Optimizely

Make Mediahawk your next call
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