



What is **call tracking** and attribution?



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What is Call Tracking & Attribution?

Call tracking and attribution is the ability to link marketing activity directly to a phone call.

Phone calls are a key response mechanism within many sectors. Correctly attributing what activity generates calls is key to getting a proper return on marketing investment.



The traditional challenge of call attribution.

In a digital environment, it's easy to measure and link the sources that drive live chat and form completions. With phone calls, however, this is not the case. The challenge is that there's a disconnect between the call and the demand generating activity, making it difficult to measure.

The solution is to use dynamic call tracking. This allows you to implement a robust attribution model.



Dynamic numbers explained.

A dynamic number works on the basis that each visitor to your website is provided with a unique telephone number. The number acts like a cookie, tracking visitor behaviour in the same way as other calls to action, such as form completions. Using dynamic numbers provides you with insight into intelligence such as sources, pages or keywords driving calls, and much more.



Why is Tracking & Attribution Important?

Telephone conversions are a crucial aspect of your marketing response. Accurately attributing your inbound phone calls to advertising sources provides you with insight that immediately delivers the following benefits:

A) Improved Marketing Effectiveness

Attribution provides the evidence to refocus marketing spend. By understanding what digital marketing is driving phone response, your spend can be focused more effectively.

The ability to link crucial keywords to an outcome is incredibly valuable information when planning and implementing marketing campaigns.

B) Sales Attribution

With appropriate tools, spend can be allocated to phone calls which allows for full attribution from the source of the visit, to how much revenue was generated. If paid search activity produces visitors using the term such as “best fixed mortgage rate”, it’s important to understand how many of these searches convert into enquiries. Call attribution would show the full value of mortgages generated by this keyword.

C) Operational Efficiency

Many organisations use centralised call handling. Traditionally, call data (such as the number of calls and their length) has not been useful to marketers.

This is due to two key factors:

The data is not in real time, so tactical changes cannot be implemented effectively.

The format it’s provided in is difficult to reconcile with marketing activity.

With proper call attribution, the operational impact on the customer journey can be reported and taken into consideration when looking at the campaign success.

The Attribution Triangle

Call attribution links these aspects together.



Call tracking key benefits

Make data-driven decisions to optimize your marketing and advertising investments

Improve conversions and reduce spend.

Granular call tracking reports provide detailed insight into the performance of all your online and offline marketing campaigns. Take action knowing:

- Which Source, Medium, Keyword, Pages, Campaign and Media are working for you and which are not
- Cost per response, and the ability to benchmark your calls based on duration and to score them to monitor quality and conversions
- Secondary dimensions put your data into context

Improve your customer journey.

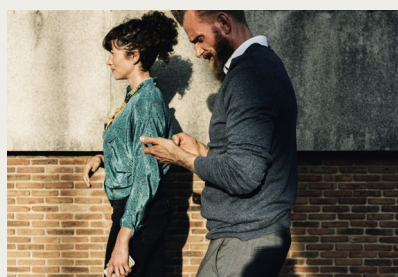
Our advanced call handling features enable you to easily personalise and improve the customer journey. Make an impact with better call handling.

- Let your agents know the source of your calls with call whisper, so they can answer accordingly
- Control the routing of your calls to ensure business continuity
- Find out about missed calls and return them quickly
- Improve call handling capabilities and increase your conversions

Uncover opportunities for business growth.

Establish the time and days you receive most of your inbound phone calls, the callers' location, and which pieces of content resonate with your audience.

- Call tracking technology helps you recognise potential in untapped areas
- See larger trends from specific locations
- Implement your marketing and business strategy based upon the information you receive



Dynamic call tracking

Track which PPC ads and other digital marketing activities drive conversions with dynamic visitor level call tracking on your website.

Increase conversions, reduce your costs and accurately attribute marketing activity directly to sales. Compare online to offline, A/B tests, agency versus agency or channel against channel.

Features at a Glance

- Comprehensive and easy-to-understand inbound phone call reporting
- Google Analytics, Universal Analytics and AdWords integration
- Custom integrations for Salesforce, Hubspot, Optimizely, and Marin
- Missed, key and received call alerts
- Powerful call management including: call recording, whisper, benchmarking, and scoring
- Keyword level tracking
- Advanced call handling includes: queuing, mailboxes, re-routing, IVR, and business continuity
- Customisable URL tags
- API and FTP feed
- Tier 1 numbers: reliable and crystal clear call quality
- UK & international numbers are available

Key Benefits

- Optimise campaigns to improve conversions and reduce costs
- Track precisely which keywords drive sales
- View phone calls as goals within Google Analytics
- Link online marketing activity directly to revenue in your CRM
- Analyse call data how you want to with our seamless integrations
- Improve call handling by scoring calls for quality and training
- Monitor and improve the performance of your landing pages
- Execute and measure your global marketing campaigns

Static call tracking

Identify which advertising sources lead to higher conversion rates.

Unique static call tracking numbers are ideal for your offline marketing such as direct mailers, brochures, radio and more. You can even embed them at the end of a video.

Features at a Glance

- Comprehensive reports: View inbound calls by campaign, channel, media, department and more
- Google Analytics, Universal Analytics and AdWords integration
- Powerful call management including call recording, whisper, benchmarking, and scoring
- Advanced call handling includes queuing, mailboxes, re-routing, IVR and business continuity
- API and FTP feed
- Missed, key and received call alerts
- Tier 1 numbers: reliable and crystal clear call quality
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Key Benefits

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Satisfied Customers

"We have been using call tracking for over three years. The reporting and insight is vital to help us monitor and manage the success of our marketing, allowing us to focus our spend more effectively by understanding what media generates response."

MARKETING MANAGER
F&C Asset Management

Improve your business with call tracking

Have a demo today and see how call tracking can streamline conversion tracking, optimise your marketing spend and ultimately drive more sales.

- **MEASURE** campaign success and prove how your efforts have generated sales. Make sure you are focusing on the right areas and maximise marketing budget.
- **COMPARE** different opportunities. Run A/B tests, compare online to offline, agency to agency, channel versus channel.
- **REPORT** quickly and clearly via customisable reports and simple to understand dashboards.

Mediahawk is the UK's longest established call tracking business.

Established over 15 years ago, Mediahawk is at the forefront of international telephone attribution within the financial services sector, legal and professional services, automotive, retail, healthcare, and travel.

Request your demo now

020 3131 8628

www.mediahawk.co.uk/call-conversions

