



Grow your client base  
with **call tracking**



Call us today **0333 130 0313**

**mediahawk**

# Why track calls?

## How does call tracking help your clients?

Phone calls triggered by advertising campaigns often go untracked, seriously undervaluing the impact of your marketing activities.

Call-by-call, discover exactly which channels **drive inbound sales calls**.

### Call tracking can help your clients:

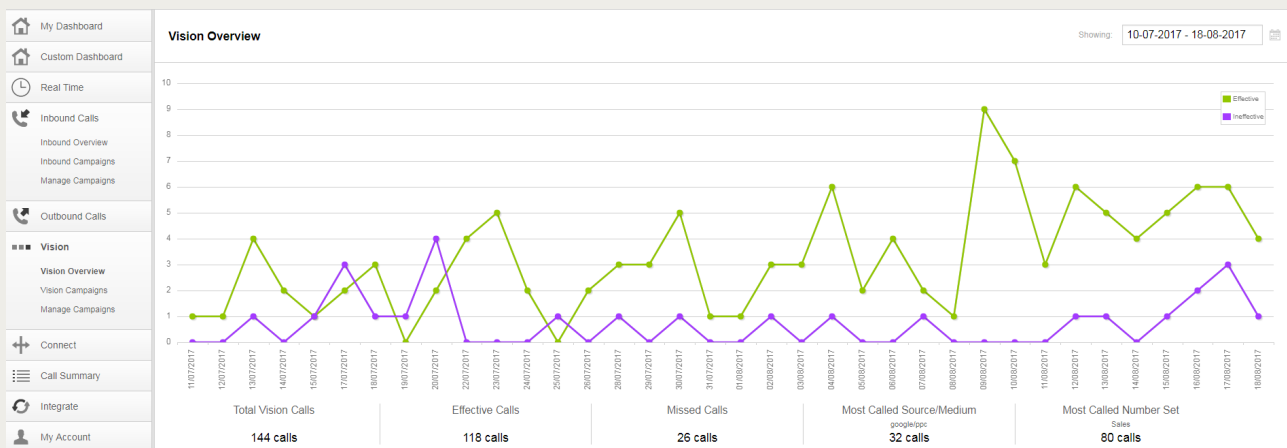
- 1 **Optimise** campaigns to account for sales calls generated from your work
- 2 **Accurately** attribute ROI by channel, campaign or media
- 3 **Identify** truly successful PPC campaigns, landing pages and strategies that drive sales calls



# Partners for growth

**More companies are adopting call tracking for multi-channel success—help clients grow.**

Call tracking is a natural add-on to your business. You're looking to grow your client roster and increase billings from each account. Using Mediahawk earns you more credibility with your clients by demonstrating your positive effect on campaign and marketing ROI and driving incremental revenue for your client and for your agency.



Full marketing attribution ensures you're always optimising campaigns and prospect activity is pushed into your client's CRM, giving sales a complete overview to close deals faster.

## Benefits

- 1 Campaign performance metrics
- 2 Track real-time calls
- 3 Comprehensive reporting
- 4 Call recording and scoring
- 5 Missed, key and received call alerts
- 6 Numerous CRM integrations
- 7 International, local & toll free numbers

## Our partner commitment.

- 1 No hidden costs
- 2 White labelling & partner collateral pack
- 3 Suggest new features for development
- 4 In-house support as standard
- 5 Assisted demonstrations



# Easy to set up and use

## Set up takes just minutes

Tell us your requirements and we'll advise the right solution for you. Your client account will be active within 24 hours, backed up by our dedicated agency support service. You'll manage your clients, access all reports and enjoy partner benefits—you're good to go!

## Integration to other platforms is simple, too

Whether using a static or a dynamic number, taking your call tracking data and sharing it with your other platforms is simple via one of our integrations.

### Integrate call data into these popular marketing systems:



## We've got you covered

Mediahawk offers free, in-house support from our expert team.



We have been using Mediahawk for over 5 years because they continually move with our needs. Furthermore, they consistently provide excellent service and back up which means we can recommend them with confidence.



**NEALE EVANS**

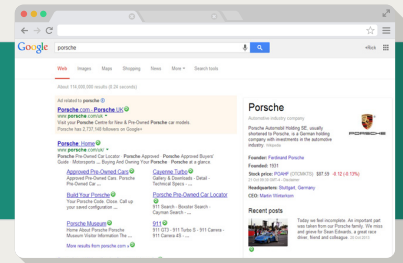
Managing Director, MB Advertising & Marketing

# Simple user experience

There's no set up for static call tracking—just advertise the numbers!

Step  
1

Add a simple code snippet on your client's website. Tag where you want numbers to display dynamically and you're all set up!



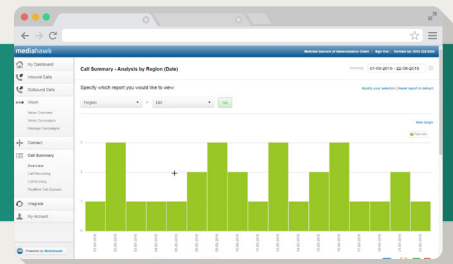
Step  
2

Track the source, medium, pages viewed and keywords for every visitor as well as their calls.

referral / referral	(none)	1	1.9
referral / referral	General	14	26.4
google / ppc	(none)	1	1.9
google / ppc	General	6	11.3
yahoo / organic	General	3	5.7
yahoo / ppc	General	3	5.7
google / organic	General	6	11.3
bing / organic and ppc	General	7	13.2
about / organic and ppc	(none)	0	0.0

Step  
3

Receive critical insights which are fully integrated with your favourite marketing systems, marketing systems & sales CRM.



## Simple product packages and pricing

There are 3 different subscription options, and our inclusive pricing gives you scope for margin. You can resell using the same model, or create your own by bundling numbers, reporting and even consulting time together.

### CLASSIC

5 static call tracking numbers. Track inbound calls from on- or offline media. Identify which sources lead to higher conversion rates.

### VISION

Receive a pool of dynamic numbers for your website so each user is shown a unique number. Track every call and visitor to find out which activities drive leads.

### Most popular

### COMPLETE

Bundles Vision + 11 static call tracking numbers. This gives you a complete view of the response to your marketing, allowing you to attribute every call, whether online or offline.

# Customers agree

**Kat Gibbs, Beseen Marketing**

"Having powerful, advanced analytics on our own and client's websites will be hugely beneficial for sales and marketing so they can see exactly where their leads are coming from, providing our client's with an advanced ROI."

Mediahawk have an excellent reputation and are not a 'one size fits all' provider. We chose Mediahawk as our call tracking partner as they are highly experienced, knowledgeable and their reporting system is clear."

**Neale Evans, MB Advertising and Marketing**

"We have been using Mediahawk for over 5 years because they continually move with our needs. They are at the front end of call tracking and ROI analysis development, which are essential to the services we provide for our clients."

Furthermore, they consistently provide excellent service and back-up which means we can recommend them with confidence."

**Chris Rivera, Bamboo Nine**

"Using Mediahawk has really helped us with improving the quality of our client pitches. We're able to tell clients that we use a call tracking provider with software that can tell you which keywords are definitely driving calls."

Call tracking has provided crucial knowledge to optimise bid management and drive effective cost per click and cost per lead. This has enabled us to make a better return on investment for our clients, which in turn has led them to keep their marketing with us."

## Some of our clients



# In summary

The bottom line of all marketing is sales conversions. Agencies are judged on their ability to generate and prove ROI. **Unified call tracking and attribution is the answer.**

## Step 1 - Synchronisation

When it's synced with other conversion analytics software, call tracking is the vital component that's been missing from your overall lead generation picture.

## Step 2 - Evaluate & optimise

In order to generate revenue for your agency and your clients, you need to know what exactly has been going well. The data collected from call tracking captures both online and offline advertising performance, from anywhere in the world, lending itself to test, evaluate and optimise future campaigns.

## Step 3 - Generate revenue

Generating revenue starts with:

- Capturing data
- Measuring performance
- Continual improvement

## Step 4 - Solution

Make sure you have the right solution to test, tweak and obtain the best results from your and your client's marketing campaigns.

# Grow your client base with **call tracking**

**Request a demo today to see how call tracking can enhance your services, streamline conversion tracking and improve client retention.**

- **MEASURE** campaign success and prove to your clients how your efforts have generated sales. Make sure you are focusing on the right areas for them and helping maximise their marketing budget.
- **IMPROVE** your value proposition and provide an enhanced service to your clients. Close the sales loop linking together on- and offline analytics for a total view of marketing through to sales.
- **FOLLOW** billings from existing clients and increase your client roster through and a reputation for results.

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

It 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**

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[www.mediahawk.co.uk/partners/agencies](http://www.mediahawk.co.uk/partners/agencies)

