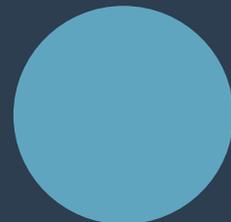
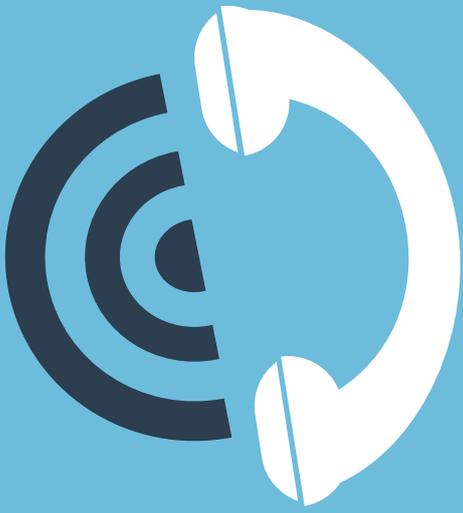


How **Online Retailers**

Drive Sales with
Call Tracking

mediahawk





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INTRODUCTION

Online sales will hit a record £37 billion this year. There will be retailing winners, losers and also-rans. One thing we guarantee is that as usual the losers will include those who don't capture and convert their telephone leads.

Three quarters of consumers want the option of talking to a real person when browsing online. More than half say they were more likely to buy if they are offered telephone support.

Consumers value the convenience of Ecommerce. But if you're not providing telephone support and tracking you will be losing sales and crucial marketing data.

What's more, many online retailers don't recognise the quality of their telephone leads. A phone call is a strong purchasing signal. Mediahawk's research suggests that the majority of callers to online stores become paying customers.

In short, calls are valuable. So, why wouldn't you want to capture and measure the real value of these conversations? To do that, you need call tracking; software that can track the effectiveness of calls generated by both online and offline marketing.

Read on to learn how call tracking for retailers will help you to:

1. Reduce marketing budget waste
2. Reduce shopping cart abandonment
3. Track call leads and improve PPC and SEO
4. Use call recording to increase sales
5. Call monitoring improves lead capture

We'll also share a case study that shows Mediahawk in action. You'll discover how online retailers are using call tracking to understand their audience better and generate more sales.

FIVE KEY BENEFITS OF CALL TRACKING FOR RETAILERS

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1. REDUCE MARKETING WASTE WITH CALL TRACKING

Does your advertising generate enough leads? How many calls are your pay per click (PPC) campaigns generating? If you're unsure, chances are you're not getting a good return on your investment.

Call tracking technology answers these basic marketing questions. It allows marketers to attribute leads back to their original source. The software works by giving you trackable phone numbers to insert in your marketing materials – online and offline. When someone calls your tracked number, the software knows exactly which source they are calling from. You'll be able to track each call back to its marketing source and through the sales cycle.

You will stop wasting budget by:

- Knowing which advertising works and which doesn't
- Improving your creative and messaging
- Renegotiating your advertising rates
- Removing poor performing activity from your marketing mix

2. REDUCE SHOPPING CART ABANDONMENT

Stopping shopping cart abandonment is a critical task for online retailers. It has been a persistent and difficult nut to crack.

This problem is a lot simpler if you use Mediahawk's visitor tracking to follow online journeys and listen to those calls from website visitors which don't go on to complete their purchase. Equally you can listen to those calls from visitors who do go on to purchase.

Using the calls of unsuccessful visitor journeys you can improve the website. For example are visitors constantly calling about a lack of product information which your call handling function is equally struggling to provide? Do particular web site exit pages continually generate negative calls?

Call tracking improves shopping cart abandonment by enabling you to weed out difficult to find website or product issues.



Call Tracking Benefits For Online Retailers

3. KEYWORD/ SOURCE ANALYSIS BOOSTS SEO & PPC

Keyword research tools tell you which keywords and website sources visitors use to find you. Call tracking software goes further – it shows the specific keywords and sources that generate a telephone enquiry.

Phone calls are a far stronger purchasing signal than someone simply browsing your site. The keywords used by phone callers are likely to be more much more valuable.

Once you have captured this information you can integrate the keyword data to take information through to your lead management process. Integrating call tracking software with Google Analytics, Google AdWords and Marin Software will allow you to see effective calls in the marketing tools you are already familiar with.

4. USE CALL RECORDING TO INCREASE SALES

Almost two-thirds of visitors call a retailer when they cannot find relevant information on their website. You should use call tracking to establish whether you're receiving a lot of calls on the same subject; it may be because there are obstacles or problems in your checkout process.

Call tracking allows retailers to record all inbound and outbound calls. What's more, Mediahawk's call tracking software gives you the ability to filter your recorded messages by marketing source or by product, so you can single out potential problems in the different areas of your business.

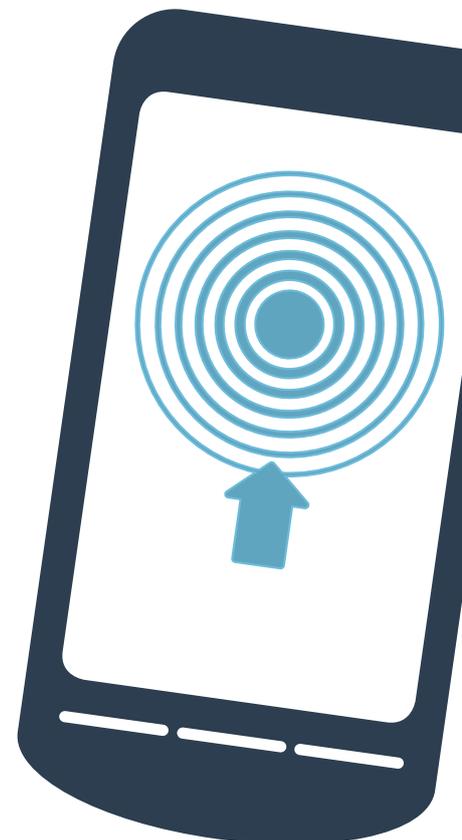
Once you have identified any issues, you can add relevant content to your site – improving messaging in areas like your FAQ's page will increase your website sales.

5. CALL MONITORING IMPROVES LEAD CAPTURE

Call handling is an expensive part of your businesses operation. Your staff need to be well trained, motivated and properly monitored.

Call tracking will improve your call handling function by:

- Identifying when visitors are most likely to call you and showing you how well you pick-up calls at these times
- Providing call alerts to inform you immediately when a call is not answered or when a call is received on a priority line
- Monitoring the performance of any outsource service providers you may be using.



MEDIAHAWK IN ACTION

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Mediahawk has been working closely with a group of retailers to improve their website performance using call tracking.

Understanding the visitor sources, journey path and phone calls has identified four key areas for improvement.

On the next page we'll show you how these leading retailers have improved their websites using Mediahawk call tracking.



LONGER CALLS ARE KEY TO INCREASED SALES CHECKOUT

Identifying which callers go on to purchase has enabled retailers to train their call handlers to replicate successful calls and reduce the calls which don't.

The retailers found out that those visitors who purchase online will talk to the retailer for five times as long and look at one-third more web-pages than callers who don't buy.

This makes the call easy to identify and the data is used to improve website visitor journeys.

GEAR UP CALL-HANDLING ON HIGH-VALUE DAYS

The most valuable calls for this group were received on Thursday and Friday. One client discovered that almost two-thirds of callers on these days subsequently purchased.

For this sample it provides insight into the mind-set of consumers - they want their goods for the weekend and they are more likely to convert at the end of the week.

Retailers must have their best staff covering the phones on high-value days if they want to keep their most engaged buyers in the purchasing cycle.

CALLERS ARE CONVERTED MORE QUICKLY

Callers can be led through the checkout process much more quickly provided they are properly dealt with.

Often these callers have carried out a considerable amount of product research and will need a particular point answering. If answered properly, these callers convert at a much higher rate.

Listening to these longer calls allows retailers to focus their training.

ENCOURAGE CALLERS AFTER 5PM

Customers stop trying to call because they think they won't be helped outside of usual business hours.

Website visitors increase throughout the day from about 8am and continue until late at night. However after 5pm call volumes dive, despite online conversions continuing.

Consumers are still browsing retailers' websites and showing strong purchasing signals long into the night, therefore retailers have now identified a key challenge for them, which is to encourage contact during these times, because as we've seen better contact means greater conversions.

WHY CHOOSE MEDIAHAWK

Mediahawk have been helping hundreds of online retailers to gain a better insight into their marketing efforts and realise the best possible return on their investments.

Here are three reasons why retailers trust Mediahawk.

Really helpful Customer Service

When you sign up for a Mediahawk call tracking account, you will gain access to telephone support, training and ongoing product development to enhance your call tracking user experience.

And should you require technical assistance, we ensure that all requests are completed within two working hours, including account set, activation of numbers and allocation of orders. Our friendly staff are available every working day to assist you.

An all-in-one call tracking solution

Not only can we track leads back to the original marketing source, our software also includes the ability to record calls and implement bespoke call handling techniques.

These features are vital for managing inbound and outbound leads, but they also provide superb operational benefits for your business and help you to constantly improve how your staff handle calls and evaluate your sales messaging.

Actionable Call Analytics

Our call tracking software provides the necessary call analytics data to help you to prioritise the most important calls and eliminate those that won't provide any value. We already know that your consumers value the telephone, so every minute is precious when chasing up those leads. One of the priorities of any business operating online is to make the most of each opportunity. However, it is impossible to make yourself available 24 hours a day. Our software can provide your business with phone call data, so your staff can quickly follow up any missed calls, so you won't lose any potential leads.

Stuart Bonomy
Managing Director
Timber-on-Line.Com Ltd

Telephone calls are a very important method of response for our customers - 70% of all visitors call to deal with us personally.

Mediahawk are vital to the success of our online response solutions. Their call tracking service has provided our business with crystal clear information about our response levels. Without this service we would not be able to measure ROI or advertising performance.

Moving forward we will be making this a must-have system across all our members.

Daksh Gupta
Chief Executive Officer
Marshall Motor Group

We have been using Mediahawk's call tracking services for over four years and it has been an invaluable tool for Marshall Motor Group. Not only does Mediahawk provide us with a good understanding of our marketing effectiveness but we use Mediahawk's tools to help manage our sales process much more efficiently.

Mediahawk also provides us with excellent levels of support and service which is vital for to our business due to our approach to lean management.

CONCLUSION

Whether you're running a small e-commerce platform or a multinational business you can use call tracking to improve your online conversion rates.

Call tracking is the only software that can follow leads from the initial interaction with your business through to conversion. With so much of your marketing budget spent on getting those leads, it's important that you optimise your conversion process.

Even better, by using call tracking, you will have a valuable tool which can stop visitors from walking away just as they're about to make a purchase.

If you utilise the five key benefits outlined in this ebook you will see improvements in the conversion and management of your website

The changes you make will very quickly allow you to:

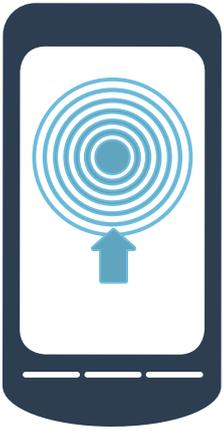
- Capture data about your most valuable prospects, i.e. those who call you
- Measure marketing performance across all of your leads, not just form-to-mail
- Improve your conversion path by focusing on successful journeys and calls

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Call Tracking For Online Retailers

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

- **Measure your SEO and PPC efforts and measure which are really generating telephone conversions.** Make sure you're focusing on the right keywords and not wasting valuable marketing budget.
- **Improve customer service and sales staff effectiveness with call recording and call whisper.** By listening to inbound and outbound calls you can monitor how staff are performing and help to improve their performance with personalised training. You can also listen for any frequently asked questions to improve your content marketing strategy.
- **Follow your visitors through your website and discover which pages they visit before, during and after a call.** This is a super effective way of optimising your website as some pages will drive more phone calls than others.

REQUEST A DEMO



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