

HOW TO USE CALL TRACKING TO IMPROVE YOUR ROI

Optimizing your on and offline Marketing Channels



61%

of consumers think that it is extremely important to be able to call a business during the purchase phase

\$1 Trillion +

of consumer spending is influenced by Click-to-Call each year and is on the rise

SOURCE: "THE ROLL OF CLICK TO CALL IN THE PATH TO PURCHASE,"
GOOGLE / IPSOS, SEPTEMBER 2013 AND WWW.SEARCHENGINELAND.COM.
STATISTICS BASED OFF OF 2016 AND 2017 MARKET RESEARCH.

A black and white photograph of a hand holding a smartphone. The screen shows an incoming call notification with a circular icon containing a telephone handset and the text 'Incoming call...'. The background is a blurred wooden surface.

THE IMPORTANCE OF OPTIMIZING YOUR CALL CHANNELS

SEO Focus

Increase your rankings with name, address and phone number consistency (NAP) across all your local business Listings

Click-to-Call Implementation

Get your customer's on the phone right away by enabling Click-to-Call ads on all of your digital advertising.

Understanding Your Offline Channels

Utilize vanity numbers to track the success of your offline ad campaigns.



YOUR CALLER'S DATA

Every incoming call is filled with intuitive data, from customer behavior to important demographic information. Gathering this data with Call Tracking provides you with insightful reports and visualizations to help evaluate and make optimizations to your campaigns. Having perceptive knowledge of market trends will give you a competitive advantage in your future marketing efforts.



CALL TRACKING BENEFITS

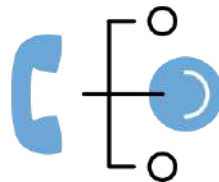
CAPTURE AND CHANNEL



Capture incoming calls and gather data through a fully customized Interactive Voice Response (IVR).



Identify, differentiate and verify the voice of your customer's with AI-powered voice recognition software, to create a custom experience.



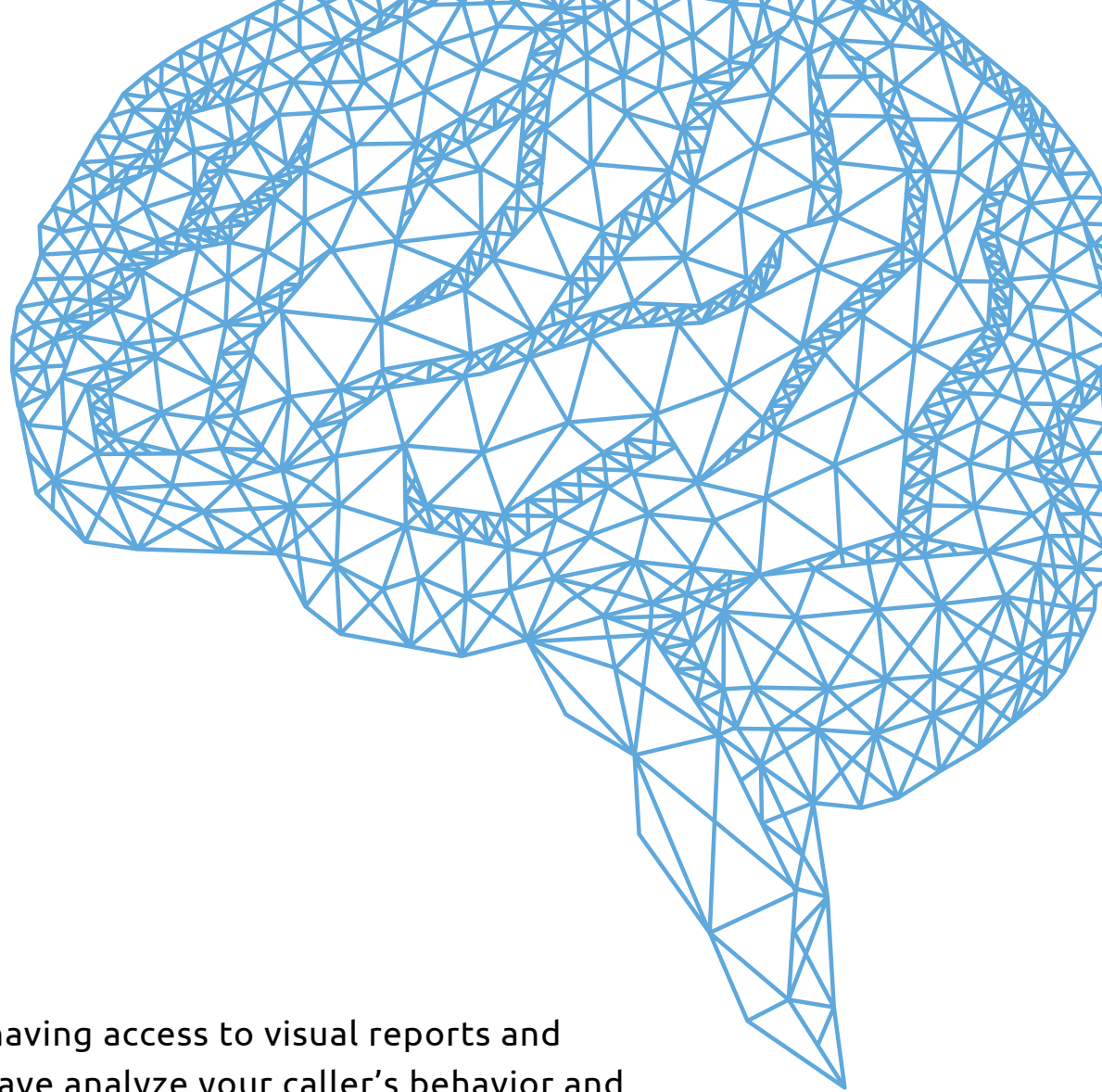
Transfer high call volumes seamlessly, to the right agents, with advanced filtration, an automatic call distributor and call back features.



CALL TRACKING BENEFITS

TRACK AND ANALYZE

Call Tracking enables you to have more visibility into your calls and where they are coming from. By tracking campaigns, with custom toll-free numbers and local vanity phone numbers, you will have more insight into building more effective campaigns and driving more revenue. Through tracking advertisement performances and customer details, you can keep track of detailed customer behavior while making better decisions on how to drive your traffic and optimize your ROI.



CALL TRACKING BENEFITS

MAKE SMARTER OPTIMIZATIONS

By gathering your customer's data and having access to visual reports and insight, through Call Tracking, you can have analyze your caller's behavior and demographics to make smarter, more targeted decisions to optimize your marketing campaigns in real-time.

CALL TRACKING BENEFITS

AFFILIATES

As an Affiliate utilizing call tracking can help you make better decisions on where to allocate your marketing spend, as well as giving you channels to monetize on your traffic.

- Track your campaigns from click to conversion
- Track multiple campaigns and analyze all your data in one platform
- Optimize and allocate your spend, based on real-time analytics and market trends
- Target your audiences more effectively
- Create multiple channels to distribute calls between buyers

CALL TRACKING BENEFITS

AFFILIATE NETWORK

As an Affiliate Network utilizing call tracking for campaign tracking and call distribution is imperative for optimizing ROI.

- Track campaigns and lead quality from publishers
- Customize call routing via ping tree logic
- Build custom IVR's for sophisticated filtration
- Analyze the success of your IVRs and customize based on reporting
- Customize call routing to increase conversions
- Optimize conversion between sources and buyers

CALL TRACKING BENEFITS

DIRECT ADVERTISERS

For Direct Advertisers, whether you are performing direct marketing, utilizing affiliates, an affiliate network, or all of the above, call tracking provides the ultimate routing, tracking and visualizations needed to optimize your campaigns and increase conversions and ROI.

- Track incoming calls from all of your marketing campaigns with unique Vanity Numbers
- Build a custom IVR for filtration and routing calls to appropriate agents
- Monetize on decline traffic by distributing those calls to other buyers
- Analyze quality and conversion rates from Publisher's and Affiliate Networks
- Analyze and optimize your campaigns and routing, in real-time to increase your ROI
- Integrate with other internal systems to have visibility increase workflow

SUMMARY

A Call Tracking platform enables you to track and manage your business calls more effectively. With detailed insights into your caller's behavior and demographics, you can make smarter, more targeted decisions to optimize your marketing campaigns, based on real-time customer data.

Each call is loaded with information about your customers and target audience. While gathering this data for you, Call Tracking also provides you with intuitive reports and visuals to help you and your team evaluate and take action on your campaigns. With extensive knowledge of market trends, you'll have a clear competitive edge for future campaigns.



ABOUT PHONEXA

Phonexa is a marketing hub that gives businesses access to all the tools they need to run and optimize their campaigns. Our platform brings together multiple marketing channels to create a more efficient workflow, all while collecting campaign data so companies can get the most from their marketing efforts. Specifically, Phonexa's Call Logic platform collects data on all your inbound marketing calls and uses sophisticated analytics to boost your existing sales applications and improve your marketing ROI.