

MAKE THE CONNECTION BETWEEN ONLINE SHOPPERS AND OFFLINE BUYERS!

When a business receives a phone call from a potential customer, it's often because the customer found the business online.



But where are the metrics that keep track of these online-to-offline conversions?
How can you tell if your targeted ad campaign led to an offline phone call?

Call Tracking is the answer to these questions. Track customer interaction with your ad campaign from ad to the phone call. Get a more complete view of the return on investment (ROI) your ad campaign generates.

AD CAMPAIGN WITH CALL TRACKING



Online shoppers conduct an online search for products or services they are in need of.



Online shoppers are presented with your targeted ads.



The online shoppers engage with your ad to go to your website and call your business.



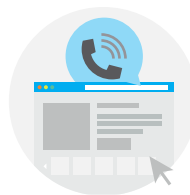
RESULT:

The phone call is attributed to your ad campaign, allowing for an accurate measure of your ad's effectiveness and ROI (return on investment).

HOW IT WORKS:



We generate a trackable phone number associated to your website's URL



A potential customer sees your online ad, which leads them to your website and ultimately places a phone call to your business



We capture the phone call activity, with data represented in your campaign report