

Boom Online Marketing Call Tracking

Introduction

Our visitor level call tracking solution provides full reports on every website visitor who calls your business, including how they found your website (e.g. what keywords they used) and what web pages they looked at before, during and after each phone call.

It is the ultimate call tracking solution, which completely bridges the gap between on-line and off-line sales and enquiries. It allows you to track phone calls just like your current web analytics solution tracks e-commerce sales or contact forms (e.g. Google Analytics Goals). In fact, it integrates directly with Google Analytics so that Goals and sales values are reported according to the keywords and traffic source that generated them, giving you a holistic view of where your leads and sales are coming from online, even if they arrive over the telephone.



How Does Call Tracking Work?

Every visitor to your website is assigned a unique telephone number, so when they call that number we know exactly which visitor has called. This information is stored along with the visitor path information so we can provide you with reports on exactly which search engines, keywords, referrers, web pages and website copy etc. are driving the most telephone enquiries.



At the end of each call, the receiver waits for the caller to hang up and our system will then ask them to press “1” if the call was a lead, “2” if it was a sale and if desired, enter a value for the lead/sale. This information is stored in our system and sent to Google Analytics to be recorded as a Goal.

We provide you with an online application so that you can login via a web browser to view the calls you have received, how long they lasted, the sources of those calls and even listen back to them (for up to 30 days after the call).

You can track any online source of calls (emails, affiliate marketing, banner adverts) and even offline sources, by assigning a fixed number to that source.

You have a choice of any number type you wish, from 0844/5 or freephone to geographic numbers such as 0115 or 020. These numbers can be forwarded on to any other number type, but please note that costs vary from free to several pence per minute depending on the type and time of forwarding.

Why Use Call Tracking?

1. Understand where all your leads and sales come from, not just when they are made online.
2. Integrate directly with Google Analytics, so you can see what traffic sources and keywords generated both telephone and online leads and sales.
3. Get information on call length, missed calls and even listen back to calls to understand more about how your telephone sales are working.
4. See at what point in their journey the customer called you – our system shows the pages viewed during a visit, when the call was made and whether the customer looked at pages after the end of the call.
5. See where your calls are coming from with location reports.
6. Track all marketing campaigns, including offline advertising.

What does it cost?

Setup fee (not including web development costs): £100

Monthly subscription: £69

Cost per call:

Number of Calls/Month	Cost/Call (£)
First 10,000	0.10
10,001 to 20,000	0.08
20,000+	0.07

Please note prices exclude VAT at the prevailing rate.

The cost per call model allows you to get the most out of your call tracking, as you are able to use as many tracking numbers as you require, but you are only charged based on how many calls you track.



Number Types

You can choose from 0844, 0845, 0870, 0871, freephone or geographic number types, which can be forwarded to any other number type. Most businesses forward our call tracking numbers to their geographic numbers, which minimises costs.

Please ask for our *Call Tracking Minute Charges* document for details of the per minute costs of using each different number type. Note that using an 0844, 0845 or 0871 tracking number is free when forwarding to a geographic number during peak times (8am to 6pm).

Frequently Asked Questions

What happens to the numbers if I stop using the service?

There is a 30 day cancellation period, after which the numbers will stop forwarding to your line. However, the numbers will not be re-allocated for a four month period from the date of cancellation.

Do I need any special telephone hardware or services?

No, our call tracking works with any telephone or call handling system you already have.



Can I use more than one tracking number on a single web page?

Yes, you can use up to five different call tracking numbers if required, e.g. for different branches around the country.

What technology is required on my website?

Call tracking works using a small amount of JavaScript in each page containing the telephone number and a `` tag around the number itself. Numbers can be styled however is required to fit with the design of the website, but they must be plain HTML – you cannot use images for phone numbers with our system, as they are dynamically altered for each visitor.

What do I do next to get call tracking for my website?

Call or email Robert Deans using these details:

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