

Phone Lead Alert

Track the performance of advertising keywords

Delacon's **Phone Lead Alert** lets you track both the web source of a lead and the way in which keywords used in internet searches convert into phone enquiries. Not only can we set up our reporting system so that a particular web source (*for example, Google organic or analytics*) is linked to a specific 1300 number, but we can record the keyword that was typed by the user to take him/ her to your site!

Delacon's solution works by using a "Dynamic Number Display" which causes the 1300 or 1800 number displayed to a visitor to vary according to the point from which the visitor navigated to the site (for example Google search results - organic or paid). The client's website will display the Delacon-supplied 1300 number to visitors who reach the site via web ads and/or web searches. The client's existing 1300 number will be displayed to visitors who reach the site by typing the address directly into the web browser. Phone Lead Alert is then able to extract the keyword string or "referrer" URL that displays when visitors are directed to the site by Google and other major search engines. That keyword string or "referrer" (containing the keyword used) is then time-stamped and mapped to the Phone Lead Alert call recording system and can then be attributed to a web search that results in a call enquiry.

Integrating Call Tracking data into web analytics

In addition to Phone Lead Alert's detailed online call reporting, your business can now also view customer call traffic in your own web analytics account. Delacon can supply "plug-in" software allowing Phone Lead Alert call reports to be integrated into reports produced by web analytics platforms. This feature allows you to review data on the web traffic your marketing or advertising strategy is producing, but also lets you see details of the sales and enquiry calls your strategy is generating. This gives you the powerful advantage of understanding how your web traffic transforms into an enquiry or sale, which gives you you a full picture of the results produced by your campaigns.



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