



# MINDREADER

Powered by  
**DELACON**

**MAXIMISE YOUR VALUABLE ADVERTISING MONEY.**

Delacon's **MindReader** lets you turn your online campaigns into high-value call conversions.



Delacon's **MindReader** gives you the full picture on the performance of your website and your online marketing campaigns.

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Traditionally the success of a website has been measured based on how many 'hits' that website receives. The more hits the more successful the website. *Right?* At Delacon, we're challenging these traditional views in a ground breaking way that will enable your business to reach the next level in its online marketing strategy.



Many of your customers will browse your website and then call you to make an enquiry or booking or make a purchase. Other than through direct interrogation of them, you haven't been able to ascertain what it was that inspired them to pick up the phone and give you a call. Until now, it's been a lot of guess work and crystal ball gazing. Just because a particular keyword generates lots of hits to your website doesn't necessarily mean that same keyword is driving the telephone calls to you. So how can you find out what inspires your customers to call you?

**MindReader** effortlessly answers this question for you. Was the call inspired by your Google AdWords campaign; the link on yellowpages.com.au; your Facebook advertisement? Wouldn't it be awesome to know, with clarity and certainty, what made your customers call you?

**Now, the power is in your hands to find out.**

# How it Works



1. Jane can get to your website in many ways:
  - (a) By *manually entering your website address* into Internet Explorer, Firefox, Safari etc.
  - (b) By *Googling* your company name, a particular product or service or another search word, and then clicking on your website address in the search results.
  - (c) By clicking on your *Google AdWords advertisement*, your company's *banner ad* on a website, your company's *website link* on another website (e.g. yellowpages.com.au) or contained within your email to them.
  - (d) By clicking on links/advertisements within *Facebook*, *Twitter*, *YouTube* or your company's preferred social media channels.
2. A small piece of Delacon software incorporated into your website identifies how Jane arrived there.
3. Your website then communicates with **MindReader** and displays a unique *dynamic telephone number* just for Jane. Her visit to your website is dynamically recorded and includes how she got there (direct website address, Google search (and if so what keywords were used), Google Adwords etc, and when she got there (date and time).
4. Jane then rings you to make an enquiry about a product or service, makes a booking or a purchase. Her telephone call to you is dynamically recorded and includes when she got there (date and time), how she called you (mobile phone or landline) and if possible, where she called from (suburb).
5. Behind the scenes **MindReader** is instantaneously correlating the website information and the telephone information so you can quickly and comprehensively see the precise reason why Jane called you. In the diagram above we can see that Jane called you because she clicked on your Facebook advertisement.

# Dynamic telephone numbers

Dynamic telephone numbers are the tool that will let you step into your customer's shoes. They come in two formats:

## ***Basic tracking (low traffic websites)***

One unique number is allocated to each potential traffic source to your website. For example, there is one unique number for your Google AdWords advertisement, one unique number for your link on another website, one unique number for a direct/manual arrival at your website, and so on.

The limitation here is that you need a unique number for each potential traffic source you want to track. This could be prohibitively expensive to monitor the efficacy of many ever changing keywords.

## ***Advanced tracking (high traffic websites)***

This is a more cost-efficient way to obtain the dynamic data. It allows effectively unlimited keyword level tracking with the minimum number of dynamic telephone numbers. Advanced tracking records the activity of each and every visitor to your website and correlates that information to any calls visitors make to you. This information is then available to you within the [MindReader](#) online reporting portal. The information that can be available includes:

- ✓ The source of the telephone call (Google AdWords, Google search, Facebook etc).
- ✓ The keyword used to search to arrive at your website.
- ✓ IP address and location of the visitor.
- ✓ The landing or entry page where the visitor arrived.
- ✓ The page the visitor has open when they call you.
- ✓ Time and date of the call.
- ✓ The caller's number (if available).
- ✓ A sound recording of the telephone call (optional service).

By merging the data, the information that can be available includes:

- ✓ Total calls made per keyword.
- ✓ Total calls made per marketing initiative.

# How does tracking work?

**MindReader** uses two methods for its tracking:

## ***Keyword tracking***

By matching individual telephone calls to visitor session information a picture can be obtained about the keyword that directed the visitor to your website, the website page they were on when they called you, the time of the arrival at your website and the subsequent telephone call, IP address, location etc. The utility of basic tracking decreases as site traffic and telephone calls increases. If there are a number of visitors on your website and a call is made to you, the information available about the basis for the call becomes diluted (you won't know which visitor made the call).

## ***Dynamic telephone numbers and advanced tracking***

A unique number is allocated to each visitor to your website. Website and telephone data can then be correlated accurately. Dynamic telephone numbers can accurately record data even for high traffic websites through the use of a bank of dynamic telephone numbers rotated randomly and then returned to the number bank for re-use.



# Additional Premium Features

Delacon offers a number of complementary additional features that go hand-in-hand with [MindReader](#):

## ***Call recording – evaluate the quality of your calls***

This will allow you to not only evaluate the general quality of calls but also to evaluate them based on the keyword that inspired the call. For example, calls made because of your Google AdWords campaign may be different in content/time of day/gender to calls made from your Facebook advertising.

## ***Call wrap-up – evaluate the nature of your calls***

At the completion of each call, after the caller has hung up, you will be prompted to record the call outcome by pressing the specified number on the keypad. For example, press 1 to record the call as an enquiry only, press 2 to record the call as a successful sale and so on. This feature can be customised to include a short verbal summary of the call and then converted to text and stored in the [MindReader](#) online reporting portal.

## ***Call Alert emails – never miss a potential sale***

After each incoming call, a Call Alert email can be sent to you. The email can include information such as the caller's number (if available), the time and date of the call, the outcome of the call (answered, line busy, not picked up) and whether a voice message was left by the caller, and if so, the message will be attached to the email as a .wav file.

## ***Call whisper***

Before an incoming call is connected, a 'whisper' message is played to you. For example, if the incoming call is inspired by your website link on [yellowpages.com.au](#), the whisper might say "Incoming call from [yellowpages.com.au](#)." Further, Delacon can configure the incoming call so that the caller also hears a message, such as your welcome message etc. before speaking to you.

## ***Live reporting***

Whilst daily or weekly reports may be sufficient in some circumstances, Delacon's live reporting lets you see real-time data about incoming calls. Linked with call wrap-up, you can see, for example, the keywords in the last hour that generated calls and the outcome of those calls.

# Google Analytics Plug-in

Delacon can supply 'plug-in' software to allow the various collected data to be integrated into reports produced by the Google Analytics web analytics platform.

Google Analytics can already show you information about the effectiveness of your keywords, but by including our 'plug-in' you'll be able to see the full picture. Our plug-in will let you see your true keyword effectiveness by reference to the number of calls inspired by each keyword, and with call wrap-up, the outcome of the call. You can finally attribute a real value to your online marketing initiatives. You may find that your most popular keywords are actually generating a disproportionately smaller number of telephone calls and sales than an otherwise less popular keyword. In that case, you can re-evaluate your advertising spend.



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**Completely integrated  
with Google Analytics!**

# How will MindReader help my business?

Delacon's **MindReader** gives you an accurate insight into the effectiveness of each of your online advertising campaigns.

It is a fallacy to think that a popular keyword necessarily inspires telephone calls to you. The only way to get the big picture is to know the reason why visitors to your website turn into customers. You may be surprised to learn that the lesser performing keywords are the inspiration for your customer's calls. It may be that very few or none of your calls can be attributed to your online marketing. Whatever is the case, Delacon's **MindReader** gives you a transparent view of you entire online marketing and challenges the hitherto accepted view of what constitutes website success.

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**Step into the shoes of your callers and find out  
which online campaigns generate high value telephone calls!**

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