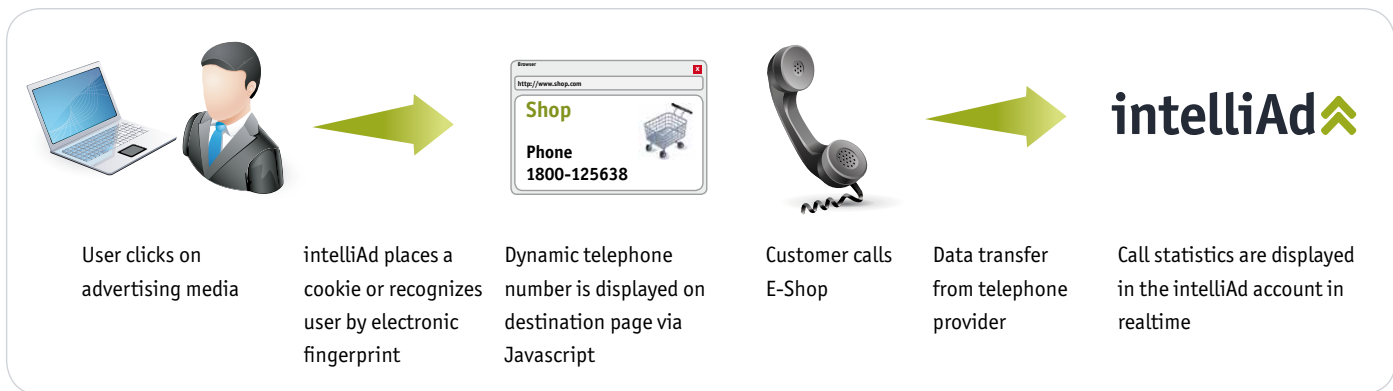


Call Tracking

The Call Tracking from intelliAd links data from the online to the offline sphere. Incoming calls are matched precisely with the online channel, advertising vehicle, or keyword previously accessed by the customer. An individual telephone number can be provided to each visitor on the website. In real time, intelliAd collects data on caller ID, number, time and duration of calls from a telephone company. The daily bids for keywords in Google AdWords are then controlled by the Bid Management Tool, according to individual cost-per-call settings. The resulting integration of advertising on various media allows for successful advertising and efficient use of your marketing budget.



Flow of data between the user, intelliAd and telephone company with intelliAd Call Tracking

What can the product do?

- ✓ Tracking of calls for each advertising channel, campaigns, ad group and keyword
- ✓ Incorporate up to 100,000 different telephone numbers per advertiser
- ✓ Dial national and international landlines and service numbers
- ✓ Call-back option
- ✓ Instantly transmit call time, duration and caller ID
- ✓ Display call distributions by day, week and month
- ✓ Performance monitoring, particularly of expensive and support intensive products or services
- ✓ Analyze call statistics for keywords for effective Bid Management
- ✓ Optimize cost-per-call and ROI

Who benefits from the product?

- All retailers displaying a phone number on their websites
- Agencies willing to include calls in their success reporting

Customer Review



“Integrating Call Tracking in the Bid Management system is an important step in the cross-channel optimization process. It opens up new dimensions for measuring and evaluating advertising success.”

Tim Schmid, Head of Sales, explido WebMarketing