



**VirtualCallTracking**

## Online Call Tracking Overview

[www.virtualcalltracking.com.au](http://www.virtualcalltracking.com.au)





**Virtual Call Tracking bridges the gap between web analytics and telephone leads by providing a highly accessible system to capture and report on the inbound calls from online & offline marketing activities.**

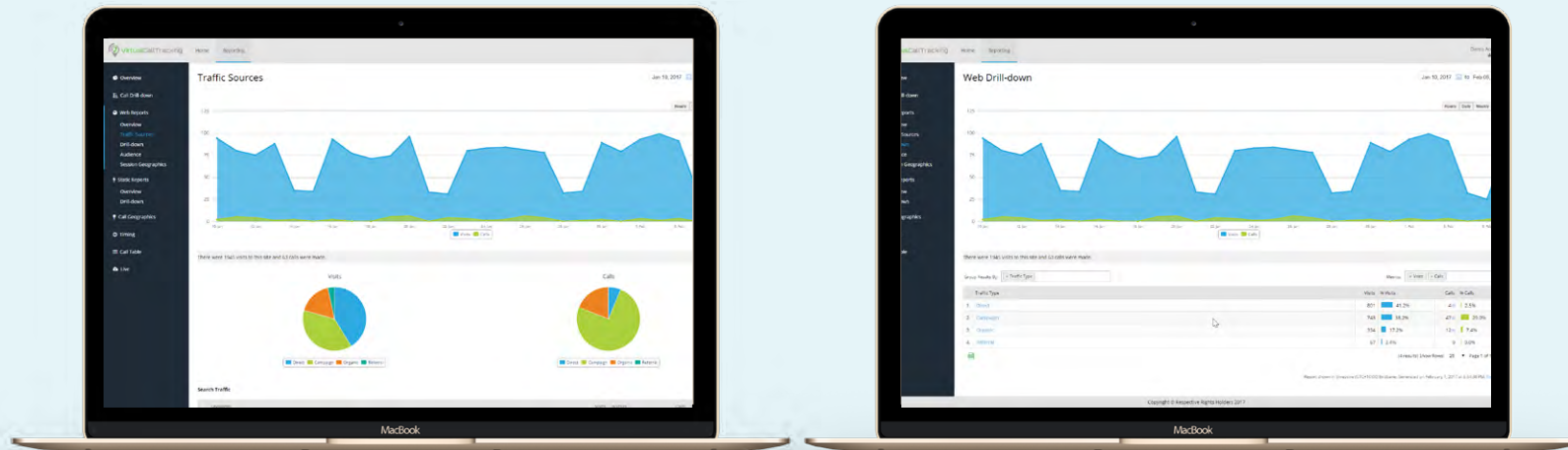


Traditionally, measuring online marketing success has been based on conversion reporting for clicks, views and impressions.





Virtual Call Tracking integrates with market leading technologies such as Google Adwords, Google Analytics, Optimizely, DoubleClick and many more to provide a comprehensive and powerful presentation of the data required to measure your performance for call conversions from online marketing.





## Dynamic Tracking Overview

Track sources for all inbound calls including:



Adwords, Facebook, BingAds and other paid campaigns

Referring sites such as Google, Bing, YouTube, Duckduckgo, Yellow Pages Online, etc

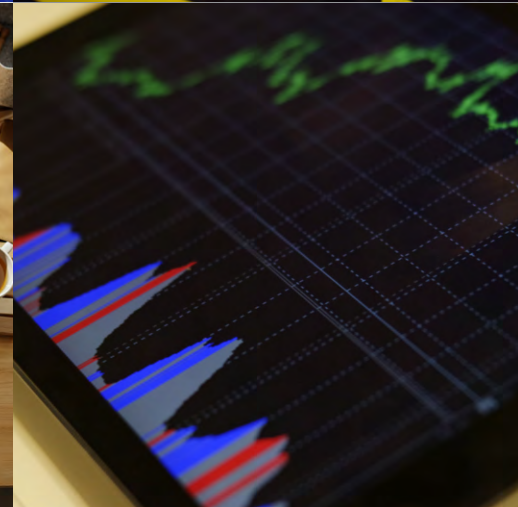
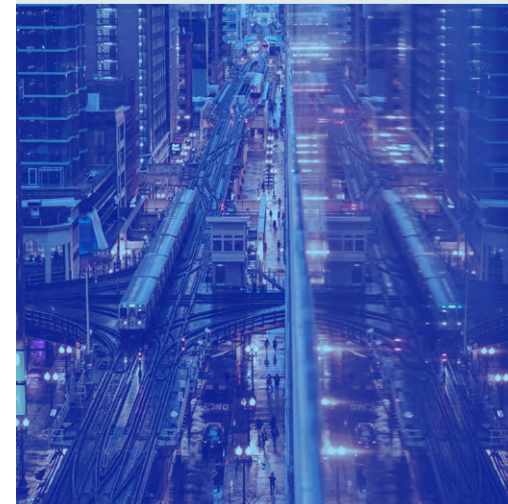
Direct website visits and calls

Organic search visits and keywords

## »» Get call conversion details faster!

Virtual Call Tracking offers Google Ads Direct Integration:

- Call Conversion stats are pushed up to Google in seconds
- Call Conversions are seen in Google Ads within 8 hrs\*
- More accurate statistics against ad groups and key words.
- View your conversions for calls and clicks within GoogleAds for highly accurate and fast analytics





## Optimizely and DoubleClick

### A/B Split testing for Calls

### Why not include your CRO scope with Call Tracking?

- Virtual Call Tracking fully supports Optimizely integration for analysis on call conversions through your tests
- Our system will automatically detect and push goal completions against your Optimizely experiments
- We fully support URL Redirect experiments and custom goals





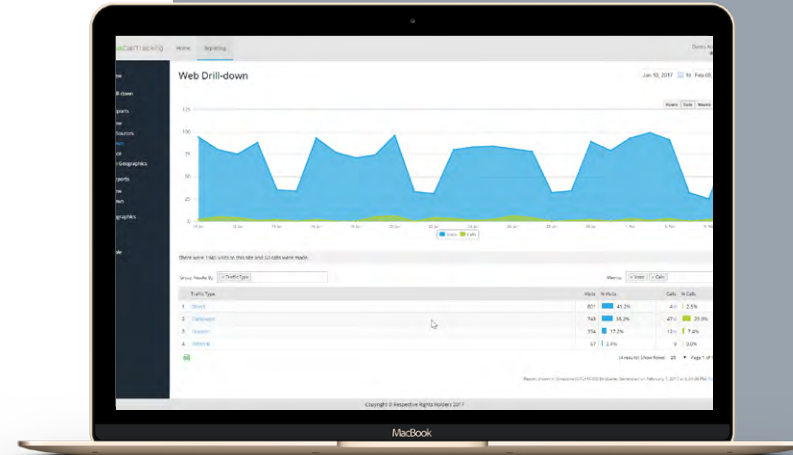
## »» Running Email Campaigns?

Track sources for EDM inbound calls including:

- Calls directly from Email
- Calls from referral source as EDM Campaign

It's almost too easy:

- Our scripts will assign the correct numbers to the EDM Source
- Re-use your numbers against multiple campaigns to save money
- Track EDM calls directly from the email or from the website without the need to change a thing!







## Reporting Demo Login

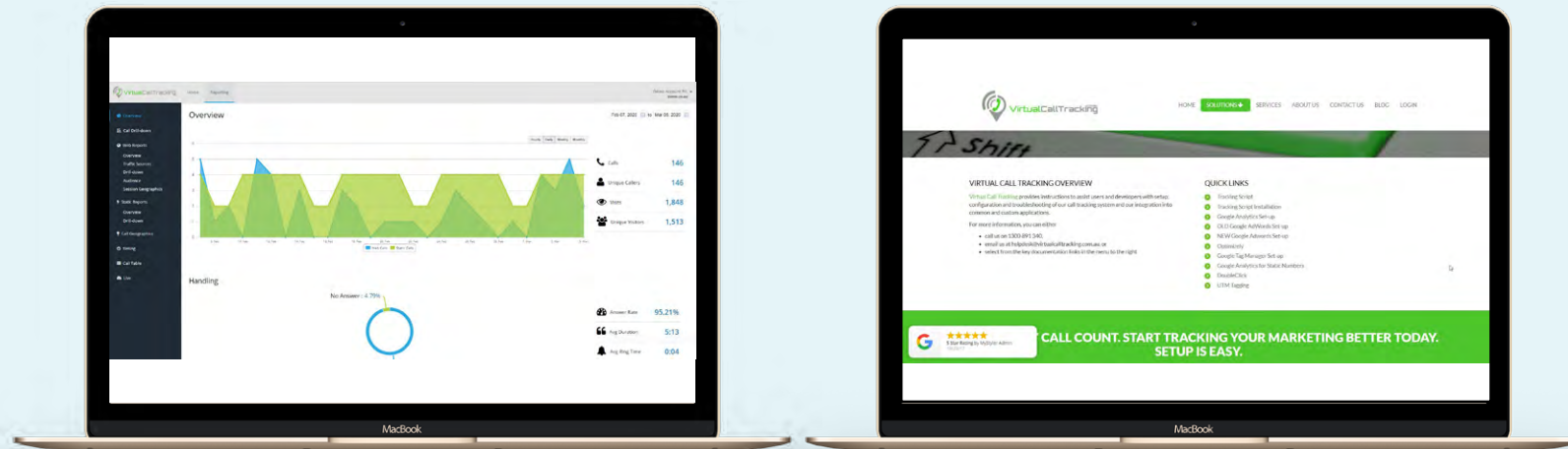
[www.dashboard.virtualcalltracking.com.au/Main.aspx#](http://www.dashboard.virtualcalltracking.com.au/Main.aspx#)

Email: demo

Password: demo

## Instruction Library

[www.virtualcalltracking.com.au/instructions](http://www.virtualcalltracking.com.au/instructions)





For further information:

JOHN CURNOW

Account Director

[jcurnow@virtuacalltracking.com.au](mailto:jcurnow@virtuacalltracking.com.au)

Office - 1300 891 340

Mobile - 0409 993 502

Skype - virtualcalltracking

Address

167 Flinders Street

Adelaide, SA, 5000

[www.virtuacalltracking.com.au](http://www.virtuacalltracking.com.au)