



# THE DIGITAL MARKETER'S GUIDE TO CALL ATTRIBUTION



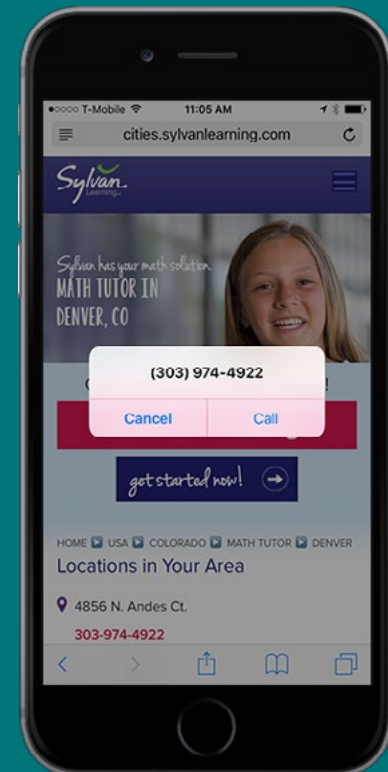
“Clicks and impressions, despite a sexier image and a decade of media adoration, aren’t as highly valued by many businesses as a ringing phone.”

**Analyst firm BIA/Kelsey**

Digital marketing has gone mobile. And thanks to smartphones and click-to-call, consumers are responding to search, social, display, and other digital ads and campaigns by calling businesses by the billions. These calls, while often the most lucrative type of conversion, are also the most difficult for marketers to measure and optimize.

Call attribution software is the solution. Sometimes called call tracking, call analytics, call intelligence, or call insights, call attribution software provides complete visibility into how all your digital marketing channels drive call conversions, who those callers are, and their impact on revenue. It integrates with the marketing platforms you already use to track and optimize online interactions, making it easy to optimize your digital strategy, messaging, and media spend to drive more clicks, calls, and customers.

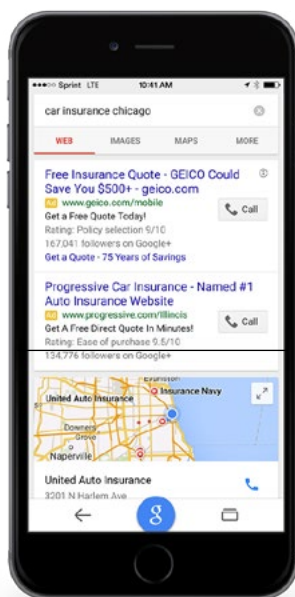
This guide will explain why call conversions have become so important to the success of digital marketing and introduce you to call attribution software – what it is, how it works, and its benefits for digital marketers. It will also provide tips on how to select the right call attribution platform for your business.



# Think Mobile-First

In 2015, 64% of US adults owned smartphones, including 80% of people ages 18 to 50. And those numbers continue to rise. Smartphone and mobile device usage is also increasing. Consumers now spend more time each month on mobile devices than on either desktops or TVs. Marketers have taken notice and continue to shift budget to mobile campaigns.

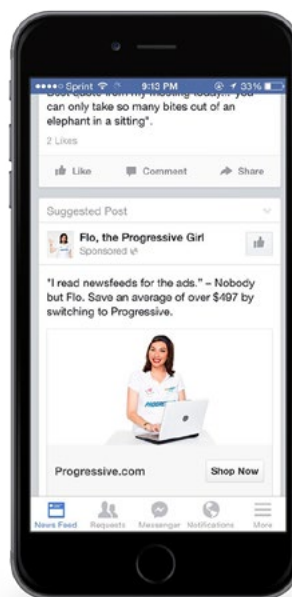
## Search



**Over 50%** of searches are on mobile devices

**63%** of search ad spending will be mobile in 2016

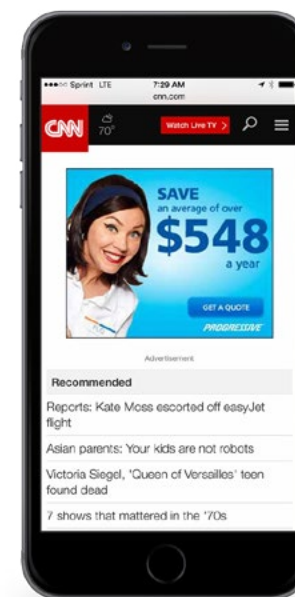
## Facebook



**87%** access Facebook on a mobile device

**80%** of Facebook ad spending is mobile

## Display



**60%** of digital media time is mobile

**67%** of display ad spending will be mobile in 2016

# Mobile Marketing Gets Customers Calling

As digital marketing goes mobile, call conversions have skyrocketed. That's because smartphones are, after all, still phones. And using a click-to-call button is the fastest and most natural way for consumers to connect with businesses.



Mobile ads will drive  
over **108 billion** phone calls  
to US businesses in 2016



Calls to US businesses  
from mobile search will  
exceed **53 billion** in 2016

**1** **6** **2**  
MNO ABC  
**BILLION**

Calls from search, social,  
and display advertising will  
exceed **162 billion** in 2019

## Calls and the Customer Journey

Calls have always been a critical part of the customer journey for industries with expensive, complex, or infrequent purchases. Industries like automotive, insurance, financial services, hospitality, and home services rely on calls to acquire customers, and smartphones have made generating those calls easier for digital marketers.

40% of insurance purchases happen over the phone

**40%**

68% want to call a bank while researching purchases

**68%**

35% of hotel bookings are from phone calls

**35%**

## Calls Are the Most Valuable Lead

Calls are the most valuable conversion for most businesses. They are the leads sales teams want most. That's because when consumers call, it often indicates high purchasing intent, and a live conversation with someone calling you is a much stronger prospect than a web form submitted hours or days ago.



Calls are rated the **best lead type**  
by sales managers

Calls convert to revenue **10 to 15 times**  
more than web leads

Calls will influence **\$1 trillion**  
in US consumer spending in 2016



# Dangers of Not Attributing Customer Calls to Digital Marketing

## You Miss Out on Conversions and Sales

The goal of digital campaigns is to drive conversions and customers. Those conversions include calls. If you aren't optimizing for what's really driving calls, you could be missing out on a majority of leads while also sending customers to your competition.

## You Can't Tell Which Landing Page Variations Work Best

A/B testing for landing pages is standard operating procedure for digital marketing. But successful A/B testing requires that you know what variations work best in driving quality conversions. If you don't offer a click-to-call CTA on your mobile pages and measure results, you could standardize on underperforming landing page variations.

## You Waste Budget on The Wrong Campaigns

If you ignore calls and only measure online form conversions, you have incomplete ROI data that could lead you to invest budget on the wrong digital campaigns.

## You Can't Calculate True ROI and Defend Your Budget

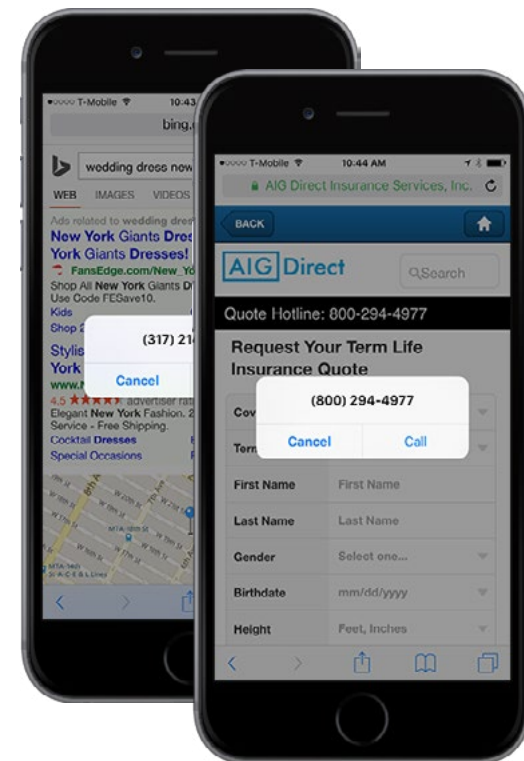
Without an accurate picture of how many calls your digital marketing generates, the quality and outcome of those calls, and their impact on revenue, your ROI data may be grossly inaccurate. You risk significantly underselling your value and struggling to defend your budget.

## You Can't Get Credit for Leads and Revenue

Whether you run digital campaigns for an agency or for an internal marketing team, it's critical that you can prove the value of your campaigns. Your mobile programs will be driving calls and sales – it's important to get credit for every one to show your full impact on the business.

## You Can't Optimize Keyword Bidding to Drive Real Results

If you aren't able to measure how your search keywords are driving calls, you can't accurately measure performance. You risk bidding on poorly performing keywords while eliminating spend on ones that are actually driving sales.



Not measuring and optimizing for customer calls can be a big mistake

# What Is Call Attribution Software?



## What Is Call Attribution Software?

Call attribution software is a form of conversion tracking technology for marketers. Digital marketers use call attribution software to optimize for the channels, search keywords, ads, emails, web pages, and online content that generate the most customer calls.



## Who Uses Call Attribution Software?

Call attribution software is used by digital marketers at business of all sizes in all industries. It is especially popular with Fortune 1000 and other large multi-location companies where phone calls play an important role in the customer journey. Marketing teams at those companies (and the agencies they partner with) drive thousands of calls a week or more from search, display, social, and other digital sources and need attribution to know how best to optimize.



## It's Not Call Center Software

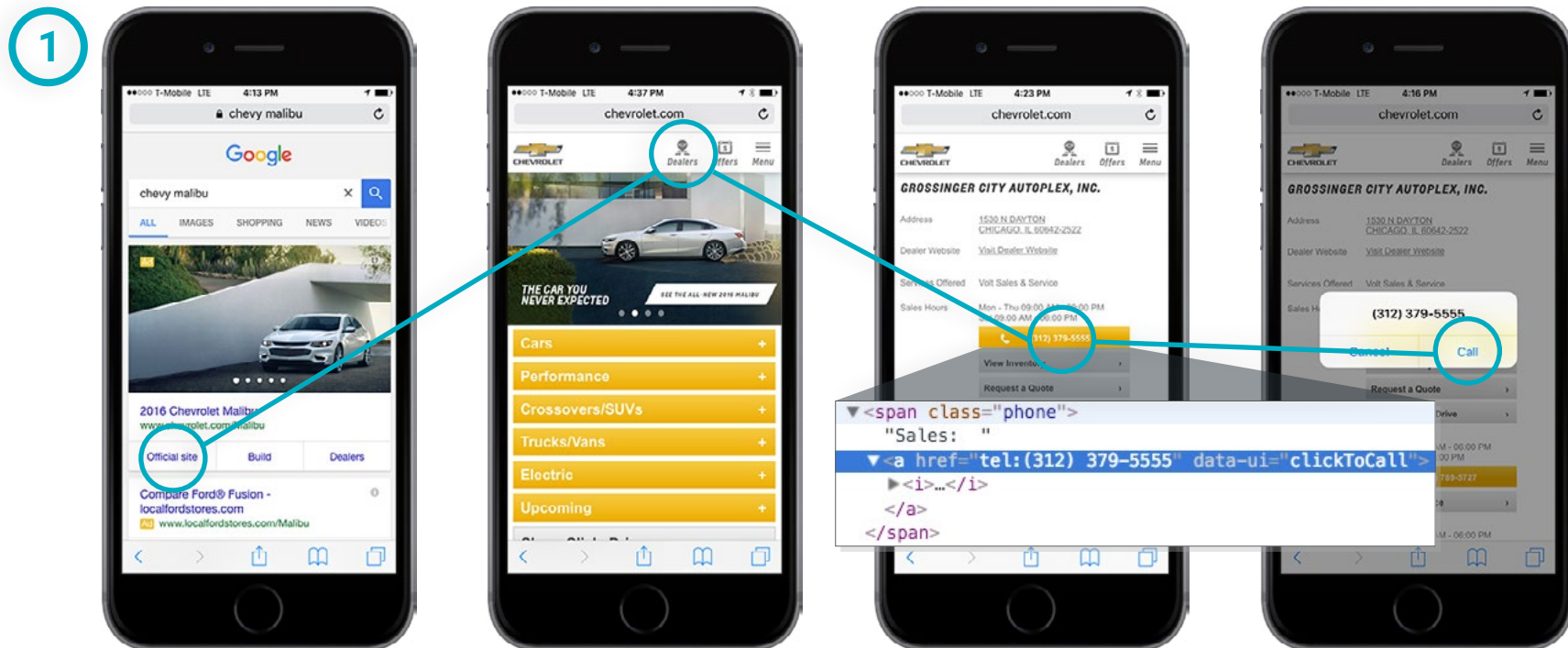
Call attribution software is sold to and used by marketers, not IT or call center administrators. A mistake people sometimes make is that they assume call attribution software lives within the call center stack of applications. But this isn't true. While call attribution software does give digital marketers visibility into calls to call centers, it isn't call center software. It works independent of the call center, for calls that go anywhere, including stores, dealerships, campuses, offices, sales agents, and yes, call centers.

Think of call attribution as a key piece of marketing technology that is like Google Analytics, DoubleClick, or Marketo – but for call conversions – and in fact it works with those tools to help marketers improve performance.

# How Does Call Attribution Software Work?

Call attribution software works using a combination of cookies and a technology called dynamic number insertion (DNI). DNI uses a small snippet of JavaScript code that replaces the phone numbers on your mobile (and desktop) webpages with unique trackable phone numbers (toll-free, local, or international) assigned to each visitor. These numbers are taken from your own private pool provided by the

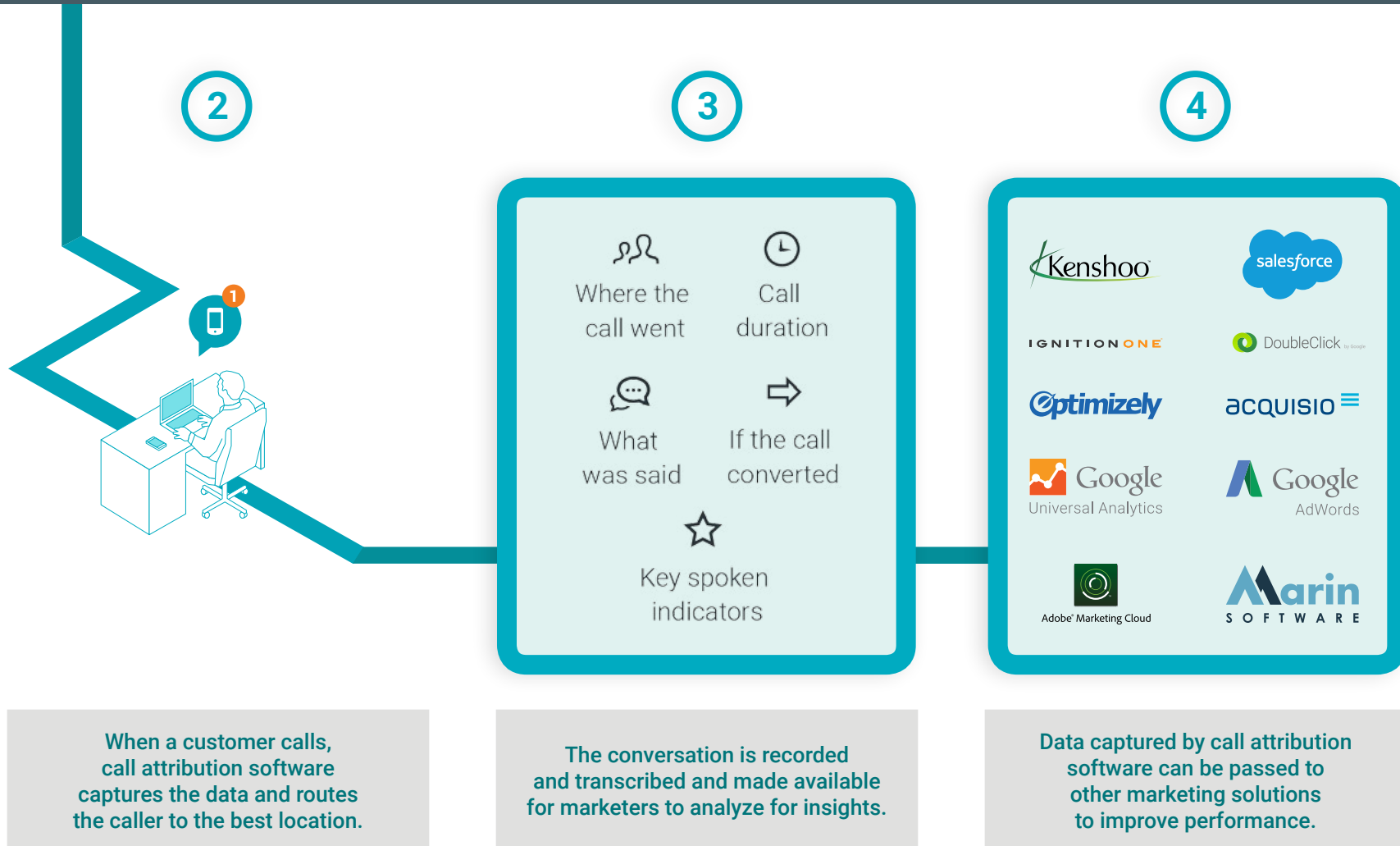
software. Using cookies, the numbers follow visitors as they browse your site, and if they call, call attribution software captures all the attribution and caller profile data. It can also pass that data to sales agents at the time of the call, as well as to other marketing platforms for use.



Call attribution software replaces the phone numbers on your website with trackable numbers tied to a user's session.

# How Does Call Attribution Software Work?

CONTINUED





# What Data Can Call Attribution Software Capture?

Call attribution software enables you to track callers from your digital marketing back to the exact source (channel, referring URL, keyword search, digital ad, and website session) that drove the call. It also provides marketers with valuable data around who the caller is and what happens on the call.

When the Call Is Made		During the Call		Through the Sales Cycle	
What Data Is Captured	What You Learn	What Data Is Captured	What You Learn	What Data Is Captured	What You Learn
<b>What Drove The Call</b> <ul style="list-style-type: none"> <li>Marketing channel</li> <li>Ad and referring URL</li> <li>Search keywords</li> <li>Webpages viewed</li> </ul>	<ul style="list-style-type: none"> <li>How effective your marketing is at driving calls</li> <li>What marketing sources drive the most callers</li> <li>The most popular locations, days, and times for calls</li> </ul>	<ul style="list-style-type: none"> <li>Caller's IVR interaction</li> <li>How the call was routed</li> <li>Call duration</li> <li>Reason for the call: sales, support, other, spam</li> <li>What was said on the call</li> </ul>	<ul style="list-style-type: none"> <li>What marketing sources drive quality sales calls</li> <li>If calls are converting and why</li> <li>How effective sales agents are at converting calls</li> <li>What messaging resonates with consumers</li> <li>How to align messaging and keyword bids with words consumers use</li> </ul>	<ul style="list-style-type: none"> <li>If calls convert to sales opportunities and pipeline</li> <li>If calls convert to customers and revenue</li> </ul>	<ul style="list-style-type: none"> <li>The role calls play in the customer journey</li> <li>Which marketing programs generate the most revenue</li> <li>Where to invest your marketing budget for the best ROI</li> </ul>
<b>About The Caller</b> <ul style="list-style-type: none"> <li>Who the caller is</li> <li>Their phone number</li> <li>Their geographic location</li> <li>Their device, OS, and browser</li> <li>Day and time of call</li> </ul>	<ul style="list-style-type: none"> <li>How to optimize your marketing to drive more calls</li> </ul>				

# How Call Attribution Software Benefits Marketers



## The Digital Advertising Team

- Optimize for the digital ads and keywords driving customer calls with the same tools you use for clicks
- Drive more conversions and revenue while lowering your customer acquisition costs
- Prove the full impact of your digital programs on revenue
- Know that you can drive X% more conversions and customers if your budget was increased by Y%
- Optimize keyword bids and ad messaging for the words customers really use



## The Web Team

- Prove the complete impact of your website on sales by getting credit for customer calls
- Increase sales by providing private offers to website visitors who called but didn't become customers
- Drive higher sales from your website by understanding what web pages and content led to every call
- Improve your site's conversion rate by including call conversions as a metric in A/B tests



## The Analytics Team

- Make smarter decisions by adding missing call conversion data to your analytics data
- Understand the role calls play in the customer journey and their impact on revenue
- See which marketing programs generate not only the most calls, but the most customers and revenue
- Know exactly which marketing programs are most effective at getting new customers to call



## The CMO

- Accurately track the ROI from your marketing investments, not just those that convert online
- Prove to your CEO, executive team, and the board how every marketing program is growing your business
- Have complete, closed-loop attribution insights to defend the return on your marketing spend and make a compelling case for more budget
- Embrace the role phone calls play in the customer journey and gain insights to optimize marketing to acquire more customers faster

# Is All Call Attribution Software the Same?

When evaluating call attribution software, marketers sometimes get confused about everything they should expect the software to do. Part of that comes from inconsistent labeling. You might also see it labeled as call tracking, call analytics, call intelligence, or call insights software. And

those names only refer to a subset of the functionality marketers need to optimize for call conversions. (At DialogTech, we call our call attribution platform “call attribution and conversion” to help differentiate it from other vendors with limited functionality).

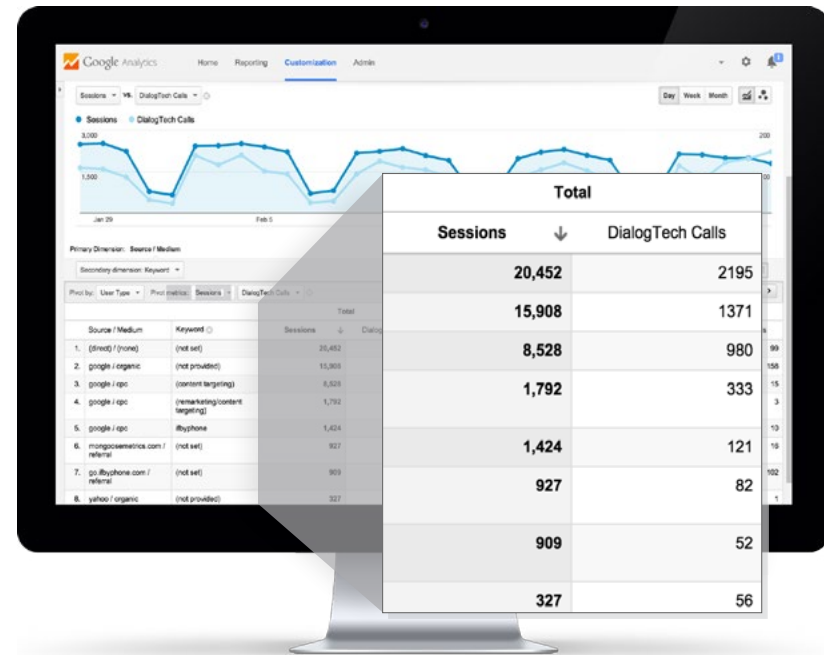
## What Should a Complete Call Attribution Platform Do?

When evaluating a call attribution solution, digital marketers should make sure the platform has tools for them to analyze and control the entire call and conversation:

Call Attribution			Call Conversion		
Call Attribution & Analytics	Conversation Analytics	Integrations & APIs	Caller Qualification	Contextual Caller Routing	Sales Enablement
<ul style="list-style-type: none"> <li>Search campaign/keyword</li> <li>Digital ad</li> <li>Referring URL</li> <li>Website clickpath tracking</li> <li>Multi-location call attribution</li> <li>Trackable phone numbers (toll-free, local, international)</li> <li>Call spam blocking</li> <li>Caller demographic profile</li> <li>Caller location</li> <li>Multi-touch attribution</li> <li>Revenue attribution</li> <li>Real-time reports</li> </ul>	<ul style="list-style-type: none"> <li>Call recording</li> <li>Call transcription</li> <li>Conversation analytics</li> <li>Call date &amp; time</li> <li>Call duration</li> </ul>	<ul style="list-style-type: none"> <li>Web analytics</li> <li>Search platforms</li> <li>Bid management</li> <li>CRM</li> <li>Marketing automation</li> <li>Tag management</li> <li>Affiliate tracking</li> <li>Data management solutions</li> </ul>	<ul style="list-style-type: none"> <li>Hosted IVRs</li> <li>Quality filters</li> <li>Automated surveys</li> <li>Virtual receptionist</li> </ul>	<ul style="list-style-type: none"> <li>By marketing source</li> <li>By caller location</li> <li>By caller ID</li> <li>By date &amp; time</li> <li>Repeat or first-time caller routing</li> <li>Simultaneous/sequential agent/device routing</li> </ul>	<ul style="list-style-type: none"> <li>Screen pops</li> <li>Call whisper messaging</li> <li>Remote agent support</li> <li>Customizable call queue</li> <li>VIP caller prioritization</li> <li>Real-time agent monitoring</li> </ul>

# Integrating Call Attribution Software With Marketing Platforms

Digital marketers use a wide variety of marketing platforms to optimize for clicks and online engagement. Some call attribution software solutions can integrate with these web analytics, bid management, CRM, and marketing automation tools. You can see call conversion data alongside web data and use the tools to optimize digital marketing for both online and offline interactions.



See offline call conversion data alongside online data to optimize for the entire customer journey.

# DIALOGTECH HELPS HOTELSCORP OPTIMIZE PAID SEARCH TO DRIVE **83% MORE PHONE LEADS** AND **71% MORE BOOKINGS**

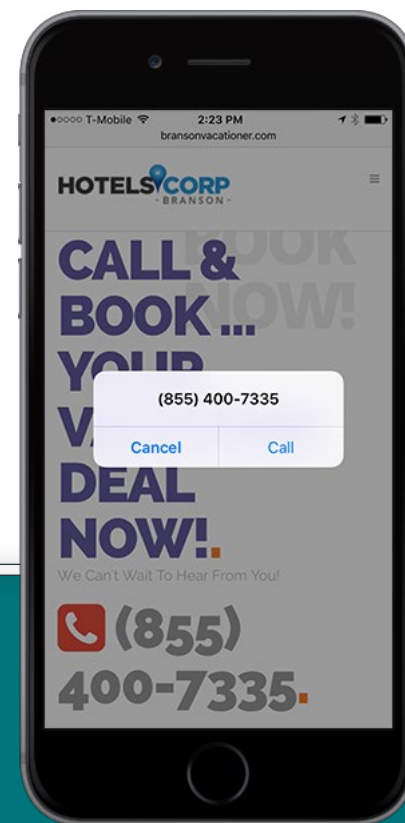
- HotelsCorp is a subsidiary of Westgate Resorts, one of the largest resort developers in the world.
- HotelsCorp generates revenue through destination marketing by operating as an online travel agency. Most of their business comes from inbound calls.
- DialogTech's call attribution technology helped HotelsCorp generate **83% more calls** and **71% more bookings** from paid search – all while **cutting costs by 10%**.

## DialogTech's Call Attribution Helps HotelsCorp Optimize Search Campaigns

"Paid search accounts for a high percent of our marketing budget," said Maya Springer, Manager of Internet Marketing for HotelsCorp, "but we had no visibility into which PPC campaigns and keyword searches were generating the only conversion that matters to us: inbound calls."

So HotelsCorp turned to DialogTech's call attribution software to track every call back to the search engine, keywords, ad, and campaign that drove it. They also used DialogTech to get insight into the geographic location of each caller and the times and days that generated the most calls. HotelsCorp then optimizes their paid search bidding for the keywords, locations, and times driving the most calls.

They integrated DialogTech with Google Universal Analytics and Google AdWords to see call conversion data next to their web and search analytics to analyze online and offline behavior. "A year ago we had no call attribution tracking," said Springer. "Now using DialogTech, we're tracking thousands of calls every month from paid search. We have decreased cost-per-conversion by 10% while generating 83% more calls and 71% more bookings. It's been amazing."



**"We have decreased cost-per-conversion  
by 10% while generating 83% more calls  
and 71% more bookings. It's been amazing."**





# Combining Call Attribution With Call Conversion Technology

Successful digital marketing campaigns generate customers and sales, not just clicks and calls. That's why some call attribution software solutions include call conversion technology that marketers can use to improve ROI by helping their sales staff convert more callers to customers.

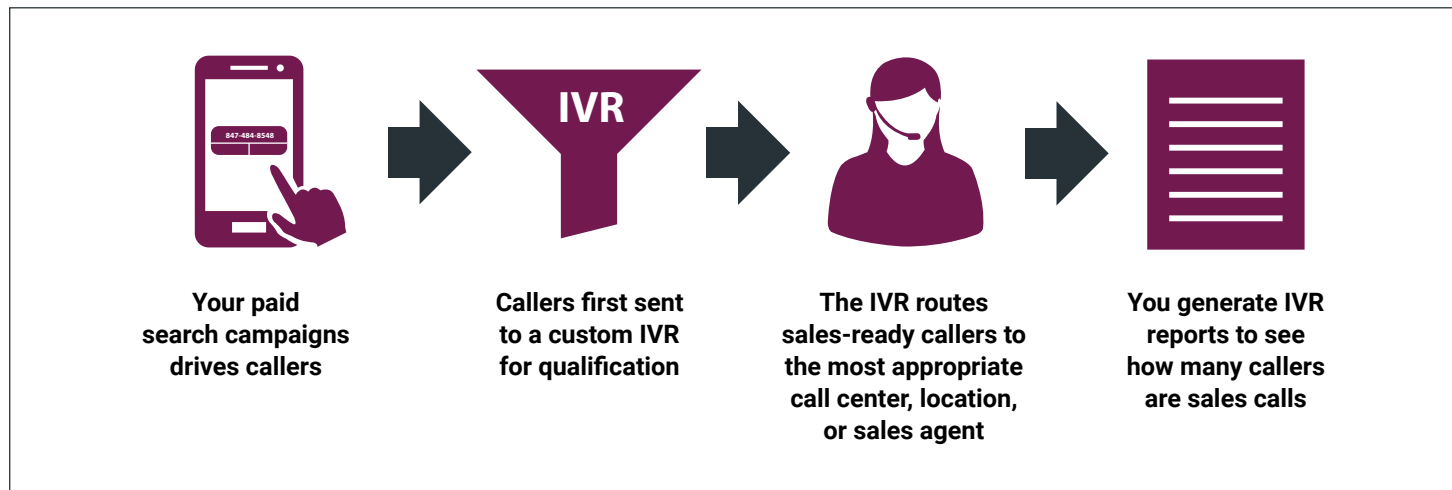


# Qualify and Filter Callers With an IVR

While inbound calls are often the most valuable lead type, not every call your digital marketing generates is a quality sales call. Investing marketing budget to drive non-sales-related calls is bad enough, but you don't want to compound the problem by having your sales staff waste time dealing with them.

That's why some call attribution software solutions enable marketers to create their own IVRs (interactive voice response programs) to qualify callers and route them to the appropriate end-point. The IVR asks callers the questions you determine work best to qualify them. It can weed out non-sales calls and route the good calls to the best person to close the sale. You can also generate reports from your IVRs to see how many calls from each source were sales calls vs. non-sales calls.

**Sending callers from search to an IVR is an effective way to qualify and filter**



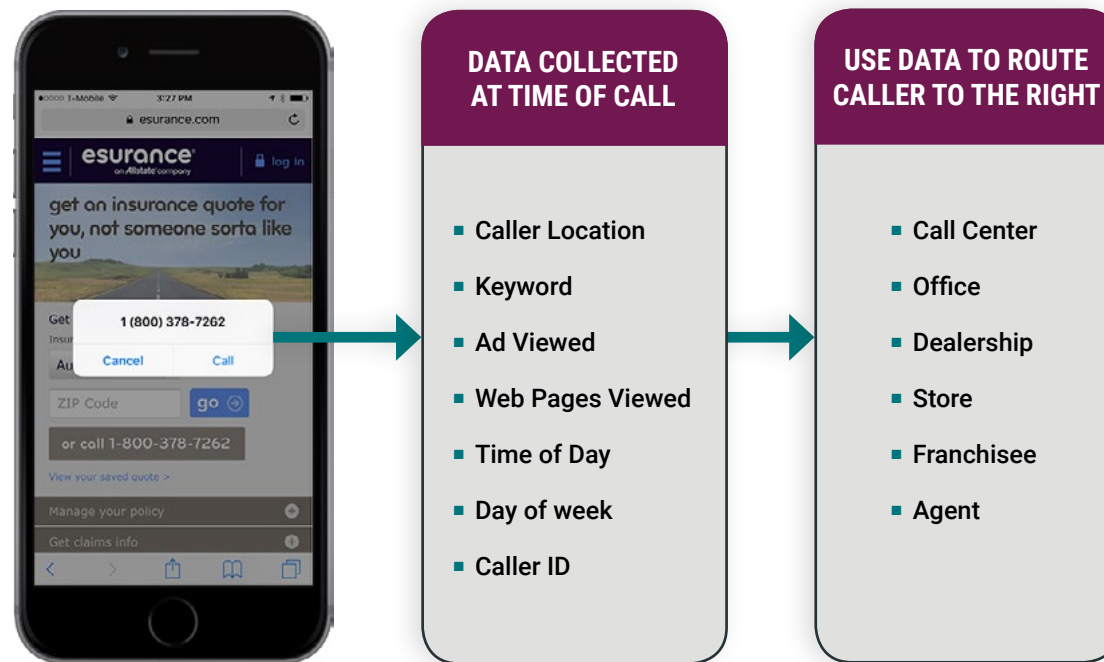
# Convert More Callers to Sales With Contextual Call Routing

For most marketers under pressure to drive not just leads but revenue, creating digital campaigns that drive calls isn't enough. You also have to be able to control how inbound callers are routed to optimize the chances they convert to a sale.

Some call attribution software solutions include contextual call routing technology that uses each caller's data to route them to the right place, right away. Marketers can set up rules to route callers differently

based on the marketing source, date and time, caller location, if they are a repeat caller, and more.

Contextual call routing technology can help marketers ensure each caller is sent to the best call center, office, local store, dealership, or sales agent to close that sale. It's a great way to help convert more callers to customers and increase the impact of your marketing.

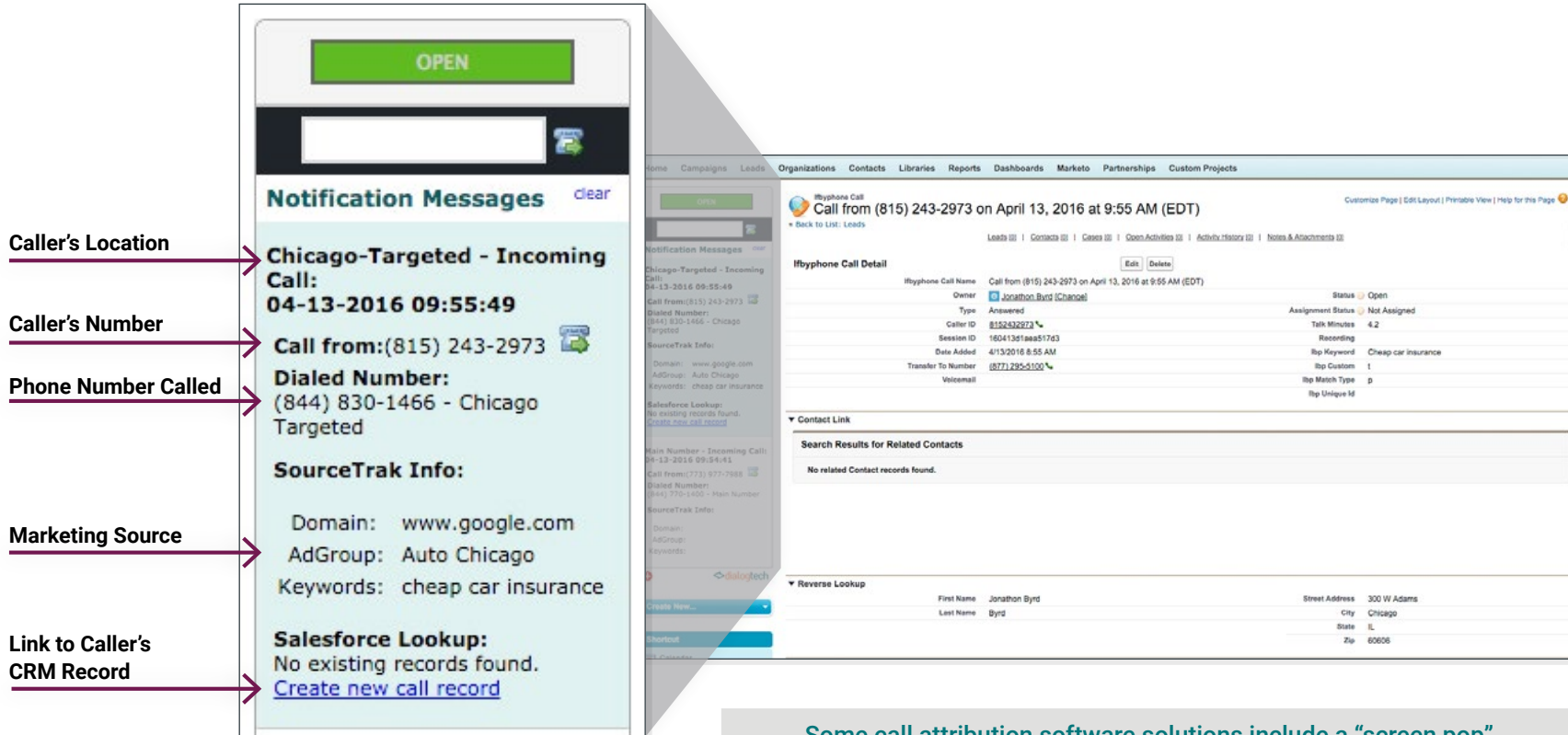


# Arm Your Sales Agents with Data on Every Caller

The more information you can give your sales agents about callers, the better the chance they convert to customers. So some call attribution software solutions provide a web-based panel that displays on sales reps' computer screens. Before taking a call, the sales rep can see who is calling, their geographic location, the marketing source that drove the call, and more. If the caller has a

record in your CRM system, the panel provides one-click access to that record.

For agents receiving calls away from their desk, some call attribution solutions also have "whisper" functionality that audibly whispers information about the caller before the sales agent accepts the call.



**Caller's Location** → Chicago-Targeted - Incoming Call:

**Caller's Number** → 04-13-2016 09:55:49

**Phone Number Called** → Call from: (815) 243-2973

**Marketing Source** → Dialed Number: (844) 830-1466 - Chicago Targeted

**Link to Caller's CRM Record** → SourceTrak Info: Domain: www.google.com, AdGroup: Auto Chicago, Keywords: cheap car insurance

**Salesforce Lookup:** No existing records found. [Create new call record](#)

**Call Record Details:**

Ibyphone Call Detail		Status
Ibyphone Call Name	Call from (815) 243-2973 on April 13, 2016 at 9:55 AM (EDT)	Open
Owner	Jonathan Byrd (Chance)	Assignment Status
Type	Answered	Not Assigned
Caller ID	8152432973	Talk Minutes
Session ID	16041361aaa51763	4.2
Date Added	4/13/2016 9:55 AM	Recording
Transfer To Number	(877) 235-5100	By Keyword
VoiceMail		Cheap car insurance
		By Custom
		1
		By Match Type
		p
		By Unique Id

**Contact Link**

Search Results for Related Contacts

No related Contact records found.

**Reverse Lookup**

First Name	Last Name	Street Address	City	State	Zip
Jonathan	Byrd	300 W Adams	Chicago	IL	60606

Some call attribution software solutions include a "screen pop" panel that also integrates with CRM tools like Salesforce



# Mine Actual Conversations For Insights

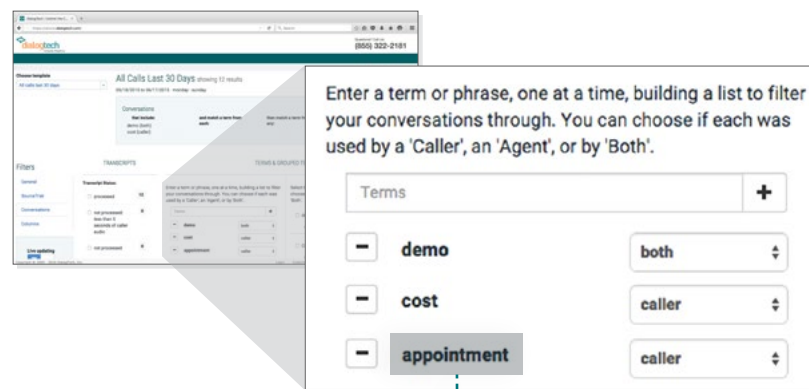
Do you know what happens on calls you send to sales agents? There is a wealth of insight from the conversations your digital campaigns generate that you can use to improve performance and ROI. But most marketers don't have the ability or the bandwidth to listen to every live call or recording, so those insights are usually lost.

**Some call attribution software solutions include Conversation Insight technology that can help.**

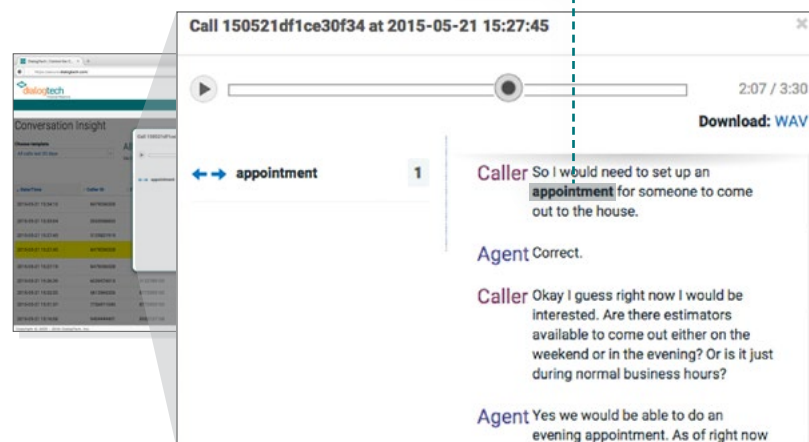
**Here's how it works:**

- 1.** Conversation Insight records, transcribes, and stores actual conversations from every marketing channel, along with all the attribution data on the marketing source and the caller, information on each call's duration, and more.
- 2.** You can then run searches through calls from specific campaigns, search keywords, geographic locations, dates, and more for any words or phrases you want.
- 3.** You then see all the calls that match and can drill into each transcribed and recorded conversation for more detail.

It's a quick and easy way to analyze thousands of conversations to see if paid search callers used your long tail or other keywords, how they describe their pain points and the solutions they are interested in, and more. You can use that knowledge to expand or fine-tune keyword targeting and make ad and landing page messaging more effective.



**Run searches through actual conversations from paid search callers for insights to improve campaign performance**





# AGENCY SQ1 USES DIALOGTECH AND KENSHOO TO **DRIVE PHONE LEADS** TO 50 LOCAL DEALERS FOR WORLD'S LARGEST HVAC MANUFACTURER

- Sq1's client is the largest HVAC manufacturer in the world.
- Using Kenshoo and DialogTech together, Sq1 was able to increase the client's call conversion rates by 75% while decreasing cost per call by 65%.

## DialogTech and Kenshoo Enabled Sq1 to Drive More Calls from Search for Less

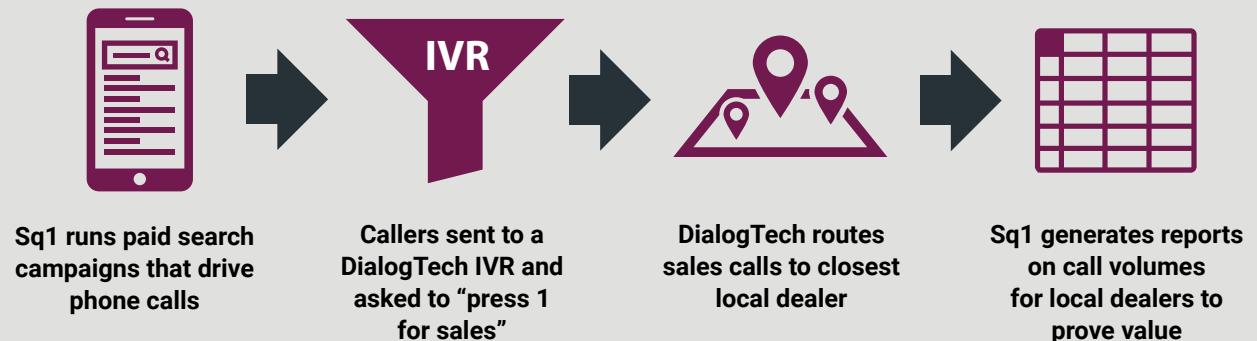
"The client was looking to grow its overall brand presence in the US," said Shaun Parnell, VP of Technology Integration and Analytics at Sq1. "The overarching goal was to expand the brand footprint by driving phone leads to local AC dealers on a per-market basis."

To do so, Sq1 used paid search campaigns to drive more traffic and call conversions from the client's web site to local dealers, and they used DialogTech and Kenshoo together to improve bidding for keywords

that really drove business. "Once DialogTech showed us which keywords were driving actual phone calls," explained Parnell, "we were able to use Kenshoo to determine the true value of different keywords and optimize bidding for the search terms that were really working. Conversely, we eliminated keywords that did not lead to actual phone leads." It resulted in a 75% increase in calls to 50 local dealers and a 65% reduction in cost per call conversion.

## SQ1 Uses DialogTech's IVR and Call Routing to Send Sales Calls to Local Dealers

In addition, Sq1 leveraged DialogTech's IVR and call routing technology to first weed out non-sales calls and then automatically route callers to their nearest dealer location. "DialogTech enabled us to require callers to validate that they are, in fact, human, so our search campaigns are filtering out the bad calls and passing on the good to local locations," explained Parnell.



# Self-Assessment Before Evaluating Call Attribution Software

**Answer the following questions about your current marketing and sales processes and infrastructure to help you when evaluating call attribution software:**

- 1 What marketing strategies do you currently use to generate conversions (search, social, display, email, video, events, direct mail, TV, etc.)? Do you use "Call" buttons in search or social ads? Please list them all.

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- 2 How many different phone numbers do you display on your website that you would want to track?

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- 3 Which of the following types of phone numbers do you display on your website or in your marketing?

☐ Toll-free ☐ Local US-Canada ☐ International

- 4 When a lead is generated from your marketing, how is it assigned to sales?

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- 5 If a sales prospect calls, where should that call go? Is it the same for every call, or should it be different based on time/day of call, caller location, or marketing program?

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- 6 How does your sales team define a "quality" sales lead? Do they want to speak to every lead or are there questions that could help qualify a caller upfront?

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- 7 What marketing tools do you use to measure and optimize performance? Please list names of all tools in the space provided.

☐ Web analytics? \_\_\_\_\_

☐ Website optimization? \_\_\_\_\_

☐ Google AdWords? \_\_\_\_\_

☐ Bid management? \_\_\_\_\_

☐ CRM? \_\_\_\_\_

☐ Other? \_\_\_\_\_

- 8 Do you have complete authority to purchase a call attribution solution? If not, who else needs to be involved in the evaluation process?

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# Questions to Ask When Evaluating Call Attribution Software

## Call Attribution

The right solution should provide complete, spam-free data for calls to every phone number on your website and in your marketing. Many providers can't do it. And be mindful of how many phone numbers you will need to track calls from your website – some technologies require a lot more than others, increasing your costs.

### Some Questions to Ask

- Does your call attribution software support toll-free, local, and international phone numbers?
- Does your call attribution software provide keyword-level and website session-level attribution for call conversions?
- *If you have multiple phone numbers listed on a single page* - Can your call attribution software provide complete attribution (marketing source, keyword, caller info, website session, etc.) for calls to every number?
- How many phone numbers will I really need in my pool to track every caller from my website at the keyword- and session-level?
- Does your call attribution software provide attribution and routing for Google call extensions and call-only ads?
- If a website visitor comes to my website from one digital source (for example, a paid search ad) but does not call, then returns to the site a few days later and places a call, does your software attribute the original paid search information and data to that call?
- What technology do you offer to combat call spam? What data do you have to prove its effectiveness?
- What process do you use to ensure your call attribution numbers are "clean?" How long do you quarantine, age, and monitor numbers before making them available?
- Does your DNI technology cause Google NAP inconsistencies and hurt my SEO rank?
- Is the DNI call attribution script asynchronous, so that it will run separately from other elements on my site and not cause any delay in load time or page load failures?

## Integrations

Make a list of all your martech tools and make sure the call attribution solution integrates with it. For example:

- ❑ Google Analytics or Universal Analytics
- ❑ Adobe Analytics
- ❑ Google AdWords
- ❑ Optimizely
- ❑ Kenshoo
- ❑ Acquisio
- ❑ Marin
- ❑ IgnitionOne
- ❑ DoubleClick
- ❑ Adobe Media Optimizer
- ❑ Salesforce CRM
- ❑ CAKE

# Questions to Ask When Evaluating Call Attribution Software

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## Call Conversion

Does the solution simply provide call data, or does it have tools to help marketers control the call experience? You spend a lot of money to drive calls – you should make sure the right callers go to the right people to convert them.

### Some Questions to Ask

- Does your call attribution software enable marketers to build their own IVRs? Can the IVR ask complex questions, or just provide “Press 1 for Sales” commands?
- Can your call attribution software route callers optimally based on their data?
- Does it provide Store Locator technology to route callers to the closest store?
- Does it have geo-location technology to pinpoint the location of callers using mobile devices and route accordingly?
- Can you route calls based on sales agent skillset or performance?
- Can you ring a group of agents at once or in a specific order? Can you ring one agent's office, mobile, and home phone at the same time?

## Conversation Analytics

You can get some amazing marketing insights from phone conversations between your leads and sales agents. The right solution should make it easy for you to analyze these conversations.

### Some Questions to Ask

- Can you record and transcribe conversations? How long does your call attribution software keep those recordings?
- Can I run keyword searches through conversations to pinpoint calls where certain words were spoken?

## Trust and Customer Support

### Some Questions to Ask

- Do you have references?
- What other businesses in my industry use this solution? How are they using it? What results have they experienced?
- Do you offer customer support by phone? Is it free or do I have to pay extra for it?

## Implementation

### Some Questions to Ask

- Will you help you get me started?
- How long will it take to get up and running?
- Do you integrate with tag management tools to make implementation easier?

# There's Call Attribution. **And Then There's DialogTech.**

DialogTech provides the most powerful and trusted call attribution and conversion platform for today's biggest brands and agencies. It empowers digital marketers to optimize the customer journey for calls the same way they do for clicks and become the revenue-drivers the CEO needs them to be. It works for calls from any marketing source to any store, dealership, office, or agent (whether in a call center or remote).

## **Your Customer Journey, Fully Optimized**

You already optimize for online engagements. Now do the same for customer calls, with the call data appearing in the same marketing solutions you already use.

## **Closed-Loop Attribution from Lead to Sale**

Prove how customer calls from your marketing translate to sales opportunities, closed deals, and revenue.

## **Fastest, Most Seamless Implementation**

Implement DialogTech's code on any website in minutes without any help from IT – or any issues with site performance.

## **Most Complete and Accurate Data**

Only DialogTech captures complete data on every call, caller, and conversation to every location or agent listed on a website. And the data is spam-free.

## **Most Calls Converted to Sales**

Don't just drive calls, drive customers, by routing each caller to the best location or agent to convert them to a sale. You, not IT, are in complete control of call routing.

## **Most Cost-Effective**

Capture the most information on callers with the fewest phone numbers – and lowest cost – of any call attribution provider.

The world's top brands trust DialogTech to get more customers calling.





## ABOUT THE AUTHOR

Blair Symes is the Director of Content Marketing at DialogTech. Over the past 20 years, he has published hundreds of articles, white papers, eBooks, and blog posts and presented on dozens of webinars on a wide range of marketing topics, including B2B marketing, marketing automation, conversion optimization, and search marketing. He can be reached at [bsymes@dialogtech.com](mailto:bsymes@dialogtech.com).



# NEXT STEPS

I hope you found this guide helpful as you consider implementing a call attribution software solution. If you wish to stay on top of the latest news and best practices around call attribution and optimization, visit the DialogTech website at **[dialogtech.com](https://dialogtech.com)**. And please give us a call at **866.912.8541** if you wish to speak to a DialogTech representative or schedule a live demo of our industry-leading call attribution solution.



## About DialogTech

DialogTech provides the only platform for end-to-end call attribution and conversion essential for data-driven marketers. DialogTech's platform solves one of the most pressing challenges in today's mobile-first world by eliminating the black hole inbound calls create in understanding true marketing performance. And as marketers face mounting pressure to drive not only leads but revenue, DialogTech's platform empowers marketers with the call attribution data needed to confidently invest in campaigns that drive calls, as well as the conversion technology necessary to convert callers into customers.

DialogTech serves as a strategic partner to over 5,000 enterprises, agencies, and fast-growing companies across a wide variety of industries.

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