

DRIVING MORE CALLS & CUSTOMERS FROM

# ADWORDS & BING



IN PARTNERSHIP WITH

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**SEJ**  
EBOOK

# Table of Contents

04

## CHAPTER 1

What Is Call  
Tracking & Why It  
Matters



12

## CHAPTER 2

6 Ways to Drive  
More Calls with  
Paid Search



23

## CHAPTER 3

How to Optimize  
Call Conversions:  
10 Awesome  
Strategies



40

## CHAPTER 4

How to Optimize  
Landing Pages for  
Phone Calls



44

**CHAPTER 5**

5 Important Call Metrics You Need to Track



52

**CHAPTER 6**

Top 6 Dangers of Ignoring Calls



57

**CHAPTER 7**

Case Study:  
DialogTech's Call Analytics Solution helps HotelCorp Optimize Paid Search ROI



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# WHAT IS CALL ANALYTICS & WHY DOES IT MATTER?



# 1

# What Is Call Analytics & Why Does It Matter?

Search has gone mobile.

And thanks to smartphones and click-to-call, consumers are responding to paid search ads by calling businesses by the billions. And these callers convert to revenue 10x-15x more than web leads.

But these calls, while often the most lucrative type of conversion, are also the most difficult to track and measure.

They are creating a black hole in paid search ROI data that has made optimizing PPC campaigns a challenge.

It's why marketers investing in paid search must shift their old desktop-centric thinking and adopt new ad, bidding, and attribution strategies to drive more call conversions and sales.

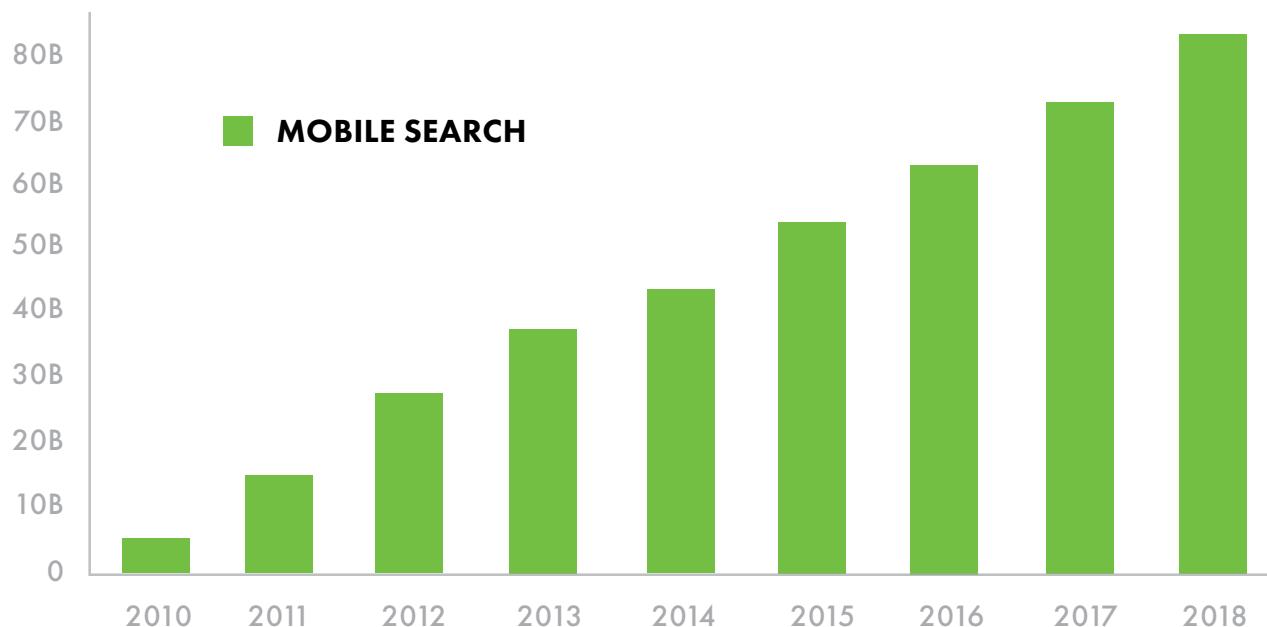
This guide will help you get started.

# Why Calls Matter to Paid Search ROI

People running searches on mobile are calling businesses by the billions.

In the U.S. alone, mobile search ads drove 38 billion calls to businesses in 2014.

Mobile search ads are expected to drive 73 billion calls in 2018, nearly doubling in growth in just 4 years. And that doesn't even include calls generated from desktop-targeted search ads, which for many industries, remain a critical part of the customer journey.



# Businesses with Products or Services That Are Complex, Expensive, Infrequent, or Urgent Want Phone Calls

-  **25%** of auto shoppers first contact a dealership by calling
-  **75%** of insurance shoppers call an agent or contact center
-  **68%** want to call while researching purchases
-  **39%** make a telecom purchase by calling
-  **40%** want to learn about schools with a phone conversation
-  **35%** of hotel bookings are from phone calls
-  **88%** of patients book appointments over the phone
-  **70%** want to call businesses to purchase home services

Sources: Google, xAd, TravelClick, Kelley Blue Book, Sequence, DialogTech, McKinsey & Company



For marketers, mobile search means call conversions.

Calls are the most popular and valuable form of conversion from mobile search because they fit perfectly with the mobile searcher's mindset. Thanks to click-to-call, calling a business on a smartphone directly from a paid search ad or after visiting a mobile landing page is the fastest and easiest way to connect.

According to Google, mobile searchers are 40 percent more likely to call a business and 51 percent more likely to make a purchase.

It's why calls are often the most valuable conversion for businesses.

In fact, 66 percent of businesses consider inbound phone calls to be excellent leads – more than any other lead type.

It's because inbound calls convert to revenue 10 to 15 times more than web leads.

They are the leads sales teams want most, and the leads marketers should focus on driving from paid search.

Calls are particularly important in local search.

Between 40 and 50 percent of all mobile searches have local intent.

**Local searches on mobile also have very high purchase intent:**

**65 percent** of mobile local searches want to complete a purchase within a day.

**64 percent** of those purchases happen offline.

**53 percent** of mobile shoppers using local search called a business.

# What Is Call Analytics?

*Call analytics - also known as call tracking or call attribution - is a way to track which marketing sources drove calls to your business.*

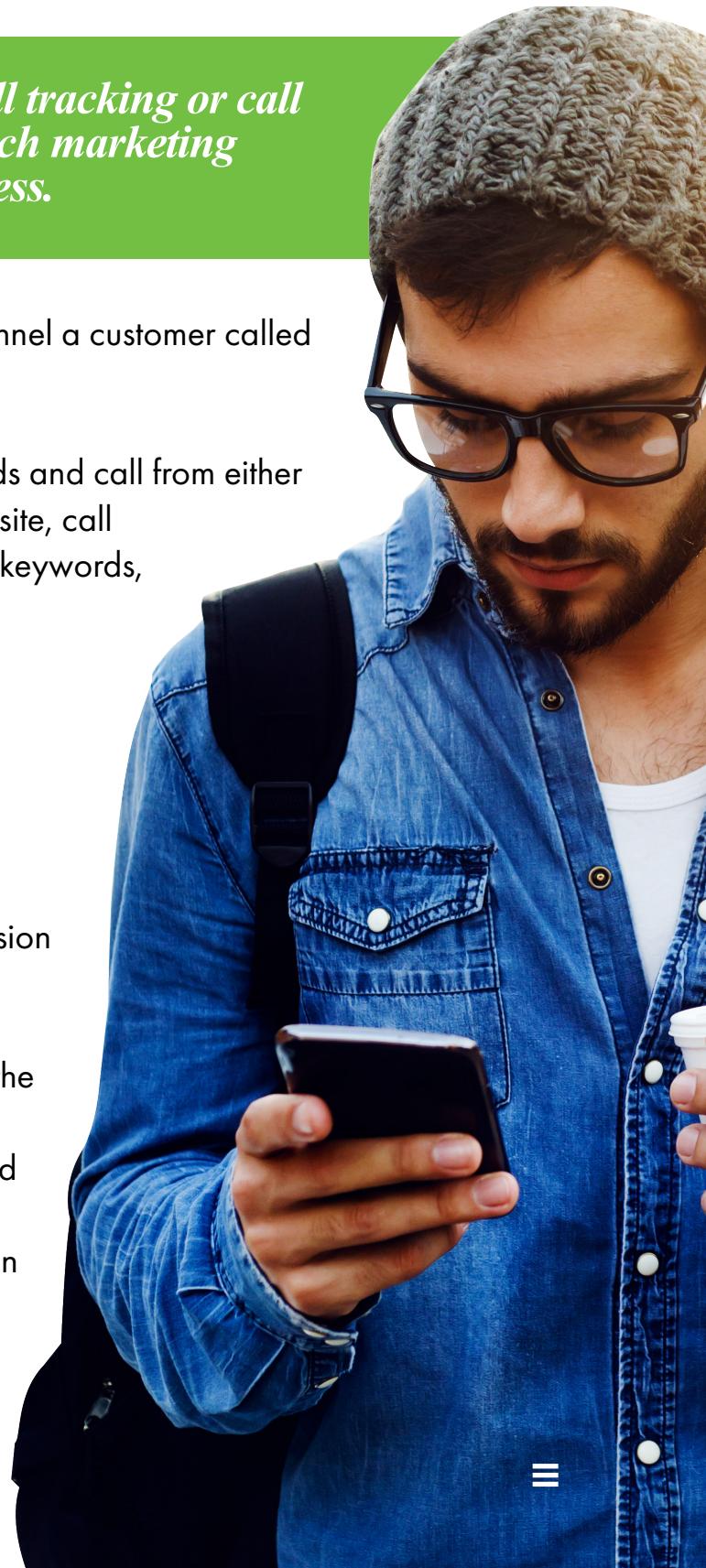
But it tells you much more than just which channel a customer called from.

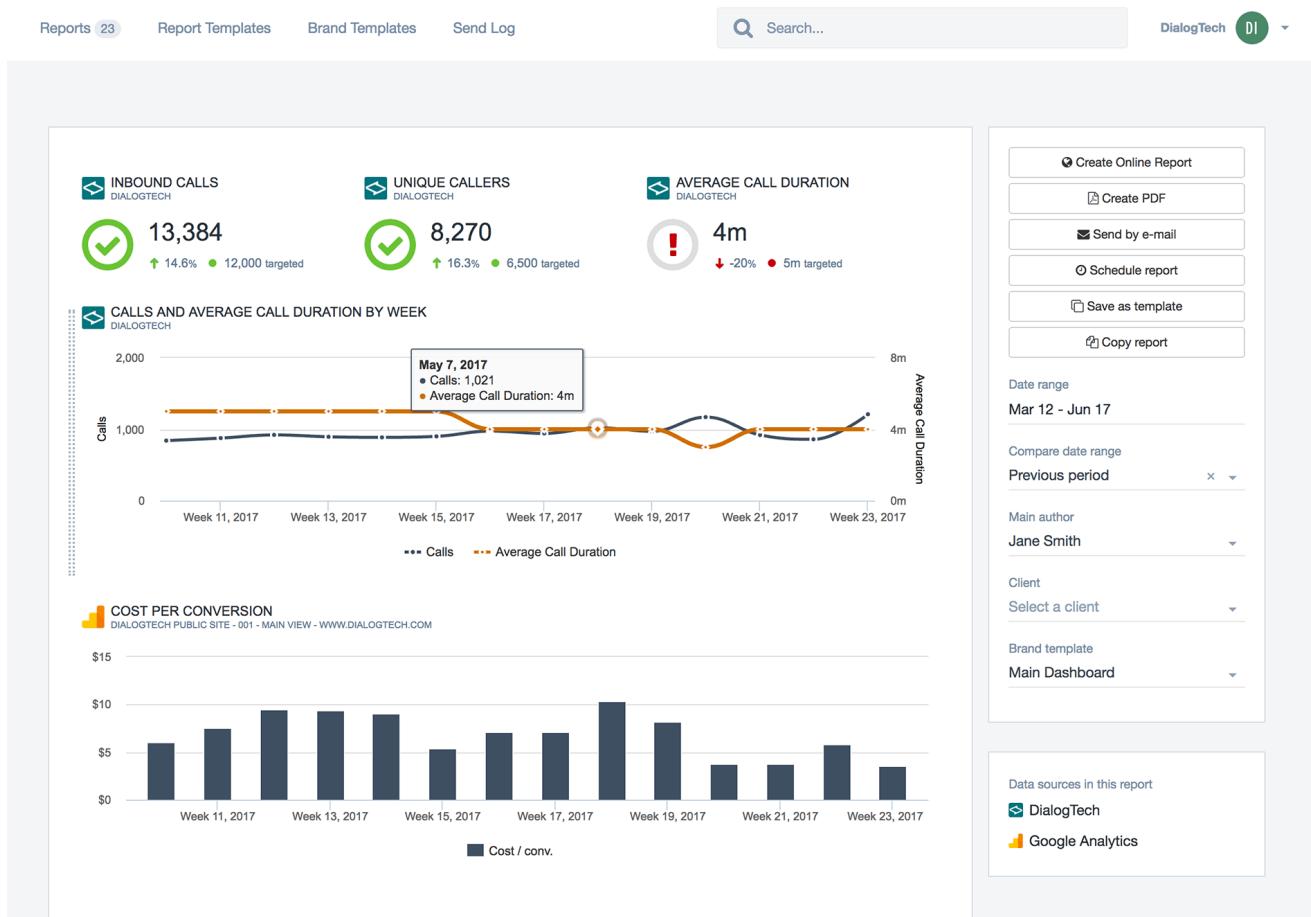
For example, when searchers click on your ads and call from either your landing page or anywhere on your website, call analytics technology ties that call back to the keywords, ad, and web interactions that drove it.

Here's how it works for paid search.

When a searcher calls you, a call analytics solution tracks that caller from your landing pages and website back to the exact search engine, keyword search, ad, and website session that drove the call.

It also captures invaluable data around who the caller is and their geographic location, and it connects that data – along with what was said on the call – to any resulting appointments, customers, and revenue to measure conversion value.





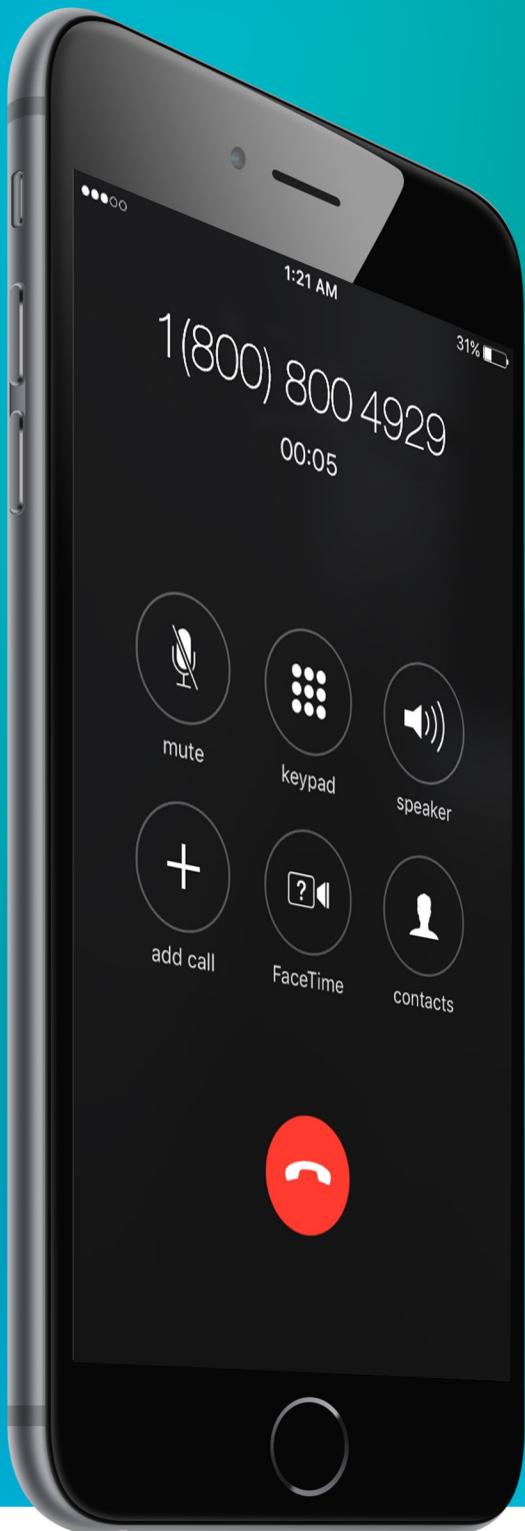
It works using a technology called dynamic number insertion (DNI).

DNI uses a small snippet of JavaScript code that replaces the phone number or call button on your mobile (and desktop) webpages with a unique trackable phone number assigned to each visitor.

This number (local, toll-free, or international) is taken from your own private pool of numbers.

That phone number follows that specific visitor as they browse your site, and if they call, it will capture all the right data for marketers to view and also pass it in real time to the sales agent answering the call.

# A Wealth of Marketing Data from Each Inbound Call



## 1. Caller Data

- Name & phone number
- Geographic location
- History of calling
- Device, OS, & browser



## 2. What Drove the Call

- Marketing channel
- Specific ad or program
- Search keywords
- Website interactions & page they called from



## 3. Call Experience

- Where the call was sent
- IVR responses
- If the call was answered
- What was said & by whom
- Call duration



## 4. Lead Quality

- If the call was a quality sales lead
- If the call converted to an appointment, opportunity or customer
- Value of the call

# 6 WAYS TO DRIVE MORE CALLS WITH PAID SEARCH



2

# 6 Ways to Drive More Calls With Paid Search

You need to get the best return on your paid search investment.

So don't simply run your existing desktop-focused ads on smartphones and mobile devices.

Create mobile-preferred ads that are optimized for mobile users and the mobile search experience.

Here are six ways to drive more calls with paid search.

# 1. Use Call Extensions

Use call extensions to drive call conversions right from the search engine results page.

Call extensions play a critical role in driving conversions from paid search.

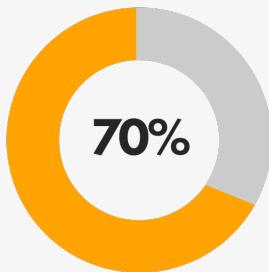
Searchers want to engage with businesses by calling, and many are at a point in the customer journey where they don't want to hunt around your website for a number.

Call extensions allow you to include a phone number or clickable call button in your standard text ad.

It's the quickest path to a call from search.

Be sure to attribute calls from call extensions at the keyword level to optimize bids for what's really driving calls.

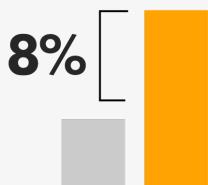
**Google has done extensive research on the popularity and effectiveness of call extensions, and the numbers are impressive:**



70% of mobile searchers have used call extensions to call businesses



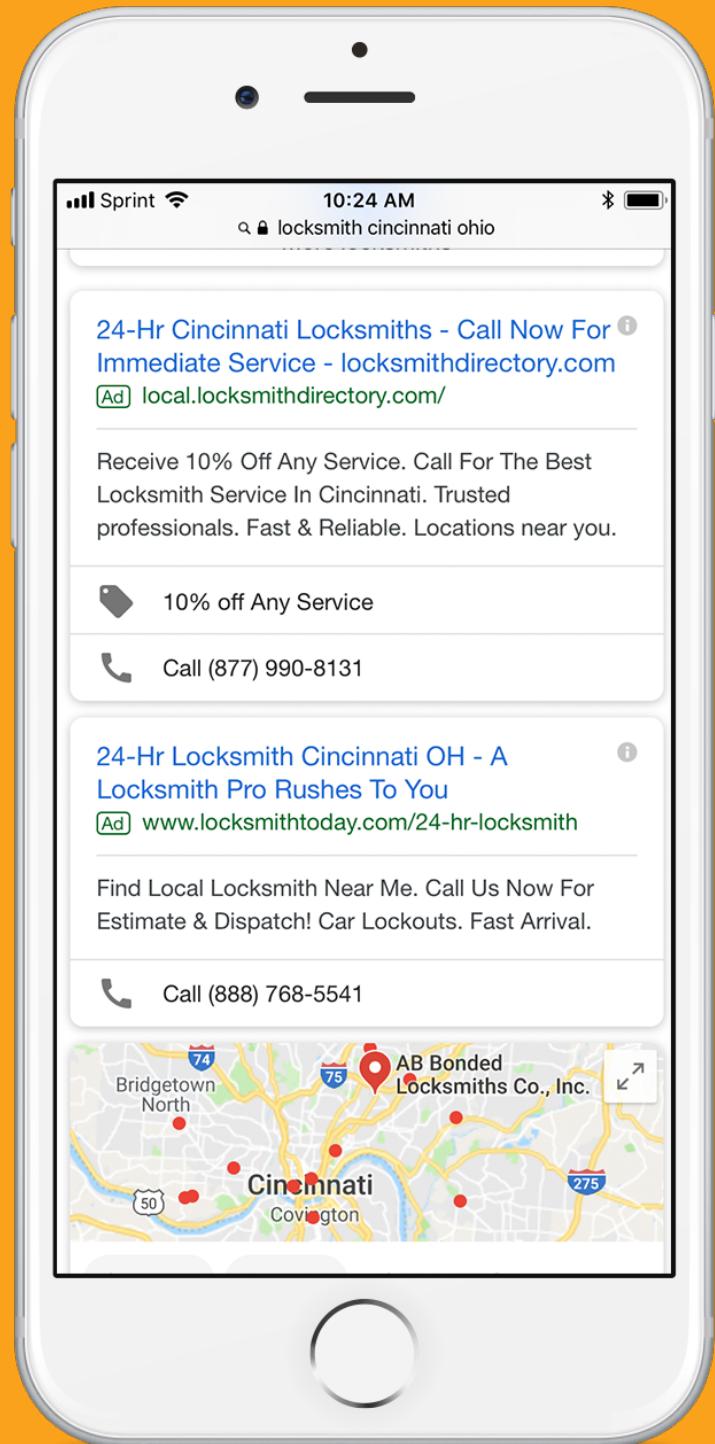
Nearly 50% of searchers are likely to explore your competition if your ads don't have call extensions



Ads with call extensions get an **8%** higher click-through rate

**100M**

Google call extensions drive nearly **100 million** calls a month



Also, consider only running ads with call extensions when you have someone available to take the call.

You also need to make sure that the ultimate destination where you route callers has an active voicemail in case an agent is busy or away from their desk.

# 2. Run Call-Only Campaigns

A woman with long dark hair, wearing an orange blouse, is smiling and looking down at her black smartphone. She is positioned on the left side of the page, with the rest of the content on the right.

Mobile search is about immediacy and simplicity.

No ad format combines the two better than call-only ads.

Mobile searches often occur when people are on the go and seeking an immediate way to contact a business.

To capitalize on this audience, you can use call-only ads.

Instead of being directed to a landing page to find a phone number, searchers are instructed to call directly from the ad.

It's a mobile paid search ad format where the only conversion is a phone call.

## If you are going to test call-only ads, use these tips to drive more conversions and customers from call-only ads:

- **Bid based on the value of a call:** Because every click goes toward a phone call, you can design a bidding strategy based specifically on what an inbound call is worth to your business.
- **Bid on keywords that generate calls:** You should only bid on keywords that have proven to drive calls. Keywords where people are conducting research or require more information from a webpage should not be a part of call-only campaigns.
- **Use ad language to incentivize a call:** Since the only conversion is a call from SERPs, write your ad text accordingly. Tailor ad text with “speak to a specialist now” and “call 24/7” to incentivize a call.
- **Establish a minimum call duration for conversions:** Not every click on your call-only ads will be a conversion. Many might not even be a completed call. So set up a minimum call duration time based on your business model for what should count as a true conversion.
- **Only run call-only ads during your business hours:** Schedule ads to only run during your business hours, or when you are sure someone is available to answer calls. Be careful with time zones if ads are running in different areas of the country.
- **Track calls at the keyword level:** Be sure to track which keywords are successful at driving not just calls, but customers, so you can optimize bids to improve call-only ad ROI.

# 3. Optimize for Local

Nearly 50 percent of mobile searches have local intent.

If you are running ad campaigns to drive business locally, there are a number of ways to optimize mobile paid search to drive local calls.

There is an enormous – and growing – volume of local searches on smartphones and mobile devices, and they are driving billions of calls a month.

Those callers also convert to customers at a high rate.

Here are some tips to optimize for local search:

- Use the location in your ad text and URL.
- Use call-centric language and calls to action. Include discounts and promotions to incentivize action.
- Include call extensions with local phone numbers.
- Include location extensions to drive in-store visits.

Two local ad formats can also help you drive more calls:



## Nearby Business Ads

Local searches have high purchasing intent, with 64 percent of those purchases happening offline and up to 53 percent involving a phone call.

According to Google, “near me” searches have continued to climb over the past year, and 80 percent of those come from mobile.

To help incentivize calls and in-store visits, Google launched “nearby business” ads.

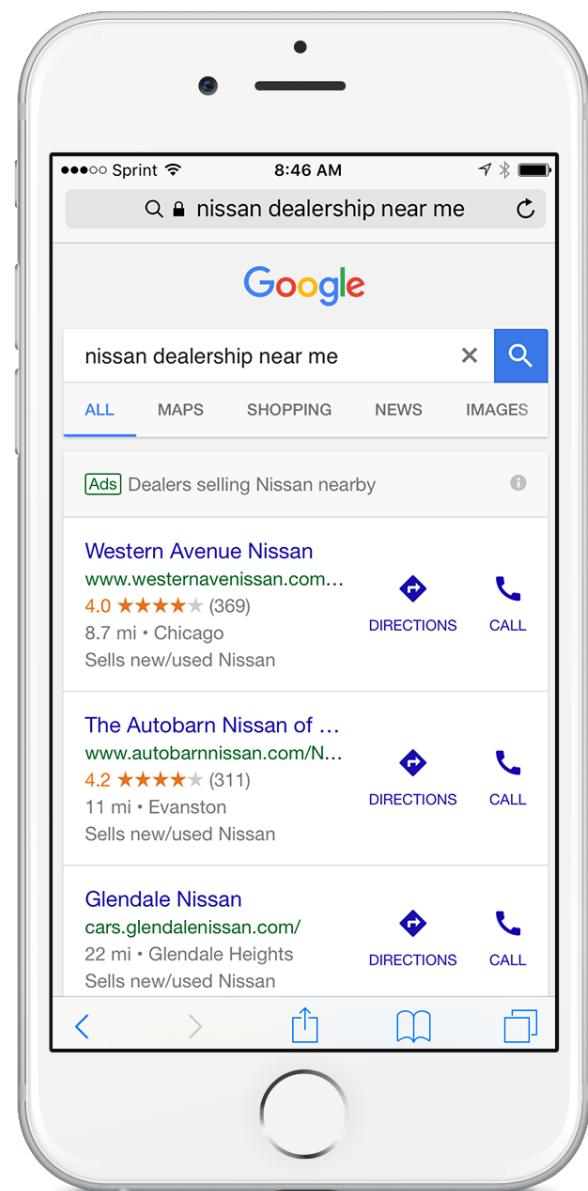
The ads are triggered when someone runs a local search in AdWords, and they include a link to get directions or click to call the business.

The ads resemble the organic local business listings on Google mobile searches.

You must have location extensions enabled to be eligible to show nearby business ads to searchers.

Some tips for bidding by location:

- Target your ads to reach people located around your business locations.
- Use bid adjustments to increase your bids whenever someone located near your business searches for one of your keywords.
- Get specific by targeting customers within specific radii around your location extensions. This allows you to set different bid adjustments for each radius, increasing your bid the closer they are to your location.

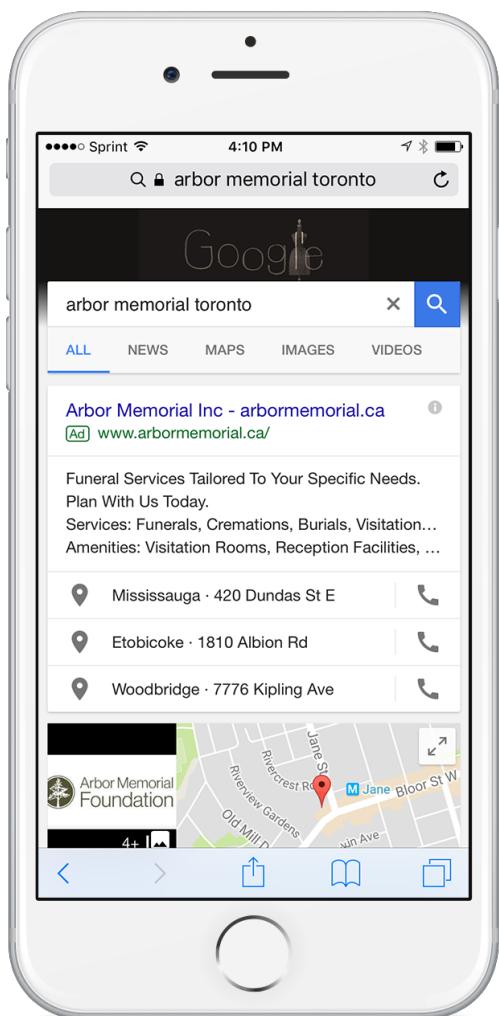


# Multiple Locations

Businesses that have multiple locations within a mobile searcher's vicinity can have up to three places listed in AdWords mobile ads to help drive calls, foot traffic, and customers to each location.

If your business has multiple locations within a geographic area, you can promote them within your AdWords ads.

If you use location extensions, your ads can show in up to three locations, highlighting the city, town, or neighborhood, as well as the distance from the searcher.



You can also include links to directions for each of the locations and click-to-call buttons to encourage people to call.

To have locations listed in your mobile AdWords ads, you need to make sure your locations are set up in Google My Business.

Google My Business is a free service that makes all your business addresses available for any campaign or ad group in Google search or display ads.

Be sure to use filters to control which addresses show up in your ads at the account, campaign, and ad group level, as well as which ads appear on which devices (smartphones only, desktop and tablet devices, or all three).

# 4. Voice Search

Is voice search the future of mobile search? The jury is still out, but Google says that 20 percent of all searches on mobile are now voice searches - and that number is growing.

While you currently can't target voice searches directly, if you are interested in driving conversions from voice searches, here are some tips to consider:

- **Understand what makes voice search different:** Voice search queries tend to be longer. In 2004, most searches were 2 or 3 words. Today, search queries can be 27+ words. Voice searches also tend to be more specific (for example, searching for "find the closest open store that sells men's black leather cowboy boots" instead of just "cowboy boots").
- **Analyze your longer tail keywords to find patterns:** Since voice searches are usually more natural and conversational, keyword optimization should fit this new long-tail landscape.
- **Use modified broad match keywords:** Modified broad match lets you specify that specific broad match keywords or close variants (such as +pizza +Chicago +delivery) must appear to show your search ad. So even if the voice search is 30 words, as long as 3 of those are "pizza," "Chicago," and "delivery" your ad will appear.
- **Negative out keywords that aren't driving customers:** As you test and refine your keyword list for voice search, be sure to negative any words from modified broad match that indicate the searcher is not a potential customer.
- **Be sure to give voice searches the option of calling:** People use voice search because it is easy and hands-free. It makes sense that a voice searcher would want to keep using voice to engage with a business – and that means a phone call.

# 5. Include Mobile CTAs

Speak in the language of “mobile.”

Since these ads will only be seen by people on their smartphones, your ad language should reflect it.

Tell searchers that operators are standing by to take their call.

Use mobile-specific calls to action such as “Shop our mobile site,” “Buy on your phone,” “Find nearby stores,” and “Call us now.”

# 6. Segment Data for Mobile Ads

Measure your mobile ads apart from desktop ads.

Analyze how mobile ads are performing, what language and landing pages are successful for mobile users, and what ad extensions are working best.

A black and white photograph showing a person's hands holding a smartphone. The hands are positioned as if the person is about to tap or scroll on the screen. The background is dark and out of focus.

# HOW TO OPTIMIZE CALL CONVERSIONS: 10 AWESOME STRATEGIES

# 3

# How to Optimize Call Conversions: 10 Awesome Strategies

PPC advertisers have no shortage of awesome strategies and targeting options to drive more calls and conversions.

Geotargeting, remarketing, and demographic targeting are just the beginning.

Here are 10 strategies you can test on your search ads to optimize call conversions.

# 1. Geotargeting

Studies have found that geotargeted ads perform 2x better than non-targeted campaigns.

Marketers can use geotargeting to reach consumers in specific areas, ideally at a time when they are looking to make a purchase.

Geotargeting helps you focus your paid search ads on the locations where you'll find the right customers, so you can tailor your messaging and bids for better ROI.

For each ad campaign, you can select locations where your ads will appear for people searching in those locations.

Here are 10 geotargeting options (from broad to specific):

- Country
- State
- County
- TV market
- City
- ZIP code
- Radius
- Congressional district
- Airport
- University



## You can use these tips to improve ROI with geotargeting:

- Geotargeting occurs at the campaign level, so if you want to target areas independently, create separate campaigns for each area.
- Mention the location in your ad copy and URL so that searchers know you are really relevant to them. If the location is used in the search query, it will appear in bold in your ads and draw attention.
- Use Google's ad customizers to have your ad text automatically customized based on where that person is searching from. For example, highlight specific local discounts based on where the caller is located.
- Enable location extensions and call extensions to drive visits and calls. These are the primary ways local searchers want to convert.
- Measure how ads are performing in different geographies using AdWords location reports and optimize bids and copy accordingly. Use the distance report to see how your ads performed in varying distances from your business.

# 2. Remarketing

Most digital marketers are familiar with retargeting and remarketing. Traditionally remarketing has been a way to show search ads to people who visited your website but didn't convert or make a purchase.

Your call analytics data can add a powerful new layer to remarketing campaigns. While retargeting people who visited your site or whose contact information you captured from content downloads, events, and prospecting lists is a good start, they can lack the specificity to be truly effective.



Call analytics provides that granularity and context for smarter remarketing, so you can create extremely segmented targeting lists that show prospects ad creative that address their needs. For example, knowing that someone:

- 1.called your business after clicking on a specific ad and viewing a specific webpage on your site,
2. then spoke for several minutes with an agent about a specific product,
- 3.but left the call without purchasing because they said the cost was too high

gives you all the information you need to retarget them effectively across search, social, and display. And those are the insights that call analytics provides.

Instead of showing that person generic ads about your company, you can create campaigns with ad and landing page messaging for that specific product asking people to call back for a special limited-time discount.



# Tips for Better Remarketing with Call Analytics

## 1. Be specific with your lists.

Call analytics provides a wealth of insights on each caller. Using that data to put callers into more nuanced lists and more personalized ad campaigns can have powerful results. So don't just target all callers the same. Use call analytics to find out why good sales leads didn't convert and craft ad campaigns and offers to overcome those objections.

## 2. Consider bidding more on keywords for someone who has called you.

A caller is often a more valuable lead, and your call analytics data on what happened during the call can confirm it. So when you target these good callers via AdWords and Bing, for example, raise your keywords bids so they see your ads. Also consider choosing a broader keyword match type and bidding higher on generic keywords. Broad keywords that might not normally be profitable for you can be worth bidding on to convert good leads who already called you.

## 3.Optimize ad and landing page creative to make it easy for people to call.

It doesn't make sense to target callers with ad campaigns geared towards generating online conversions. These people want to call, so your ad campaigns need to make it as easy for them as possible.

# 3. AdWords Lookalikes

One of the more promising ad targeting strategies for driving new revenue is lookalikes. Lookalike targeting takes the guesswork out finding new audiences by automatically targeting other consumers similar to those in your lists.

Call analytics enables you to find new purchase-ready audiences with characteristics that match past callers. According to research by Forrester, customers who call businesses convert faster, spend more, and churn less than web leads.

So targeting new audiences that resemble customers who converted by calling can be an extremely effective way to drive growth.

## Tips for Targeting Lookalike Audiences with Call Analytics

### **Be specific with your lists.**

Don't be afraid to get granular with your call analytics data. Don't spend budget targeting lookalikes of callers that didn't convert or weren't the right sales leads. Find audiences of callers that are having a positive impact on your ROI -- then use lookalikes to find more.

### **If it worked once, try it again.**

With call analytics you know exactly what channel, ad, landing page, and keyword drove each caller that converted to a customer. So when you target new audiences like them, why not use the same ad campaigns that converted them in the first place?



# 4. Optimize Bidding for Locations, Days & Times

Knowing where and when leads are calling you from paid search helps you optimize bids for the specific locations, days, and times driving the most ROI.

Call analytics reports can show you where callers from paid search and other channels are calling from and when.

Understanding where callers from your paid search are located geographically can help you advertise more effectively.

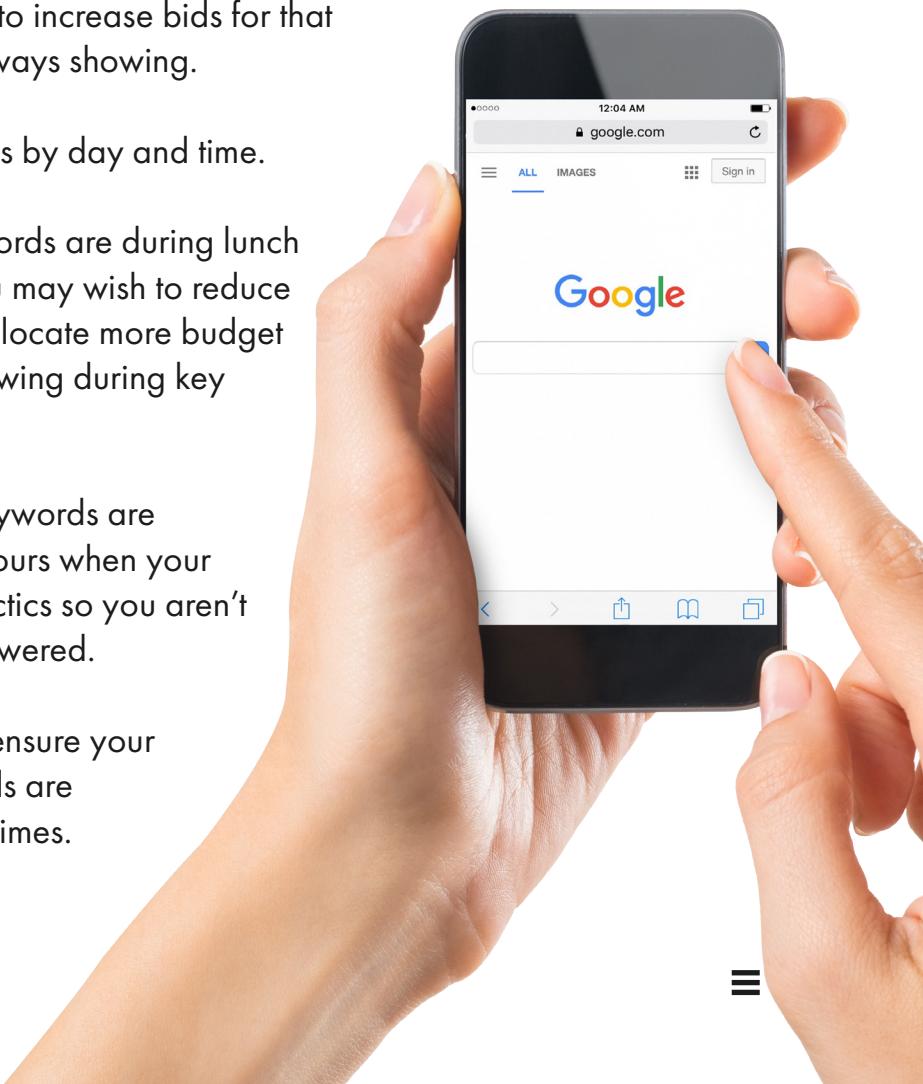
For example, if 40 percent of customers from an ad campaign are calling from Cincinnati, you may wish to increase bids for that location to make sure your ads are always showing.

The same holds true for measuring calls by day and time.

If most of your calls from certain keywords are during lunch hour or on Tuesdays, for example, you may wish to reduce your spend during slower times and allocate more budget to make sure your ads are always showing during key times.

Also, being able to see that certain keywords are driving calls on weekends or during hours when your office is closed can help you adjust tactics so you aren't wasting budget on calls that go unanswered.

Plus you can use those call reports to ensure your call center and locations receiving calls are properly staffed for peak call volume times.



# 5. Quality with Filter Callers with an IVR

While inbound calls remain the most lucrative lead type, not every call your marketing generates is a quality sales call.

Investing paid search 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 call analytics solutions enable marketers to create their own Interactive Voice Response (IVR) virtual receptionists they can route callers to first for qualification.

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.



Your paid search campaigns drives callers



Callers first sent to a custom IVR for qualifications



The IVR routes sales-ready callers to the most appropriate call center, location, or sales agents



You generate IVR reports to see how many callers are sales calls



## 6. Block Spam Calls

Inbound spam calls are a rising issue.

Spam calls impact marketing and sales teams in every industry.

They come in many forms, including fake political calls, fax machine calls, cruise line sweepstakes, and toll-free pumping calls.

Worst of all, spam calls are constantly adapting in order to bypass existing spam blocking technology.

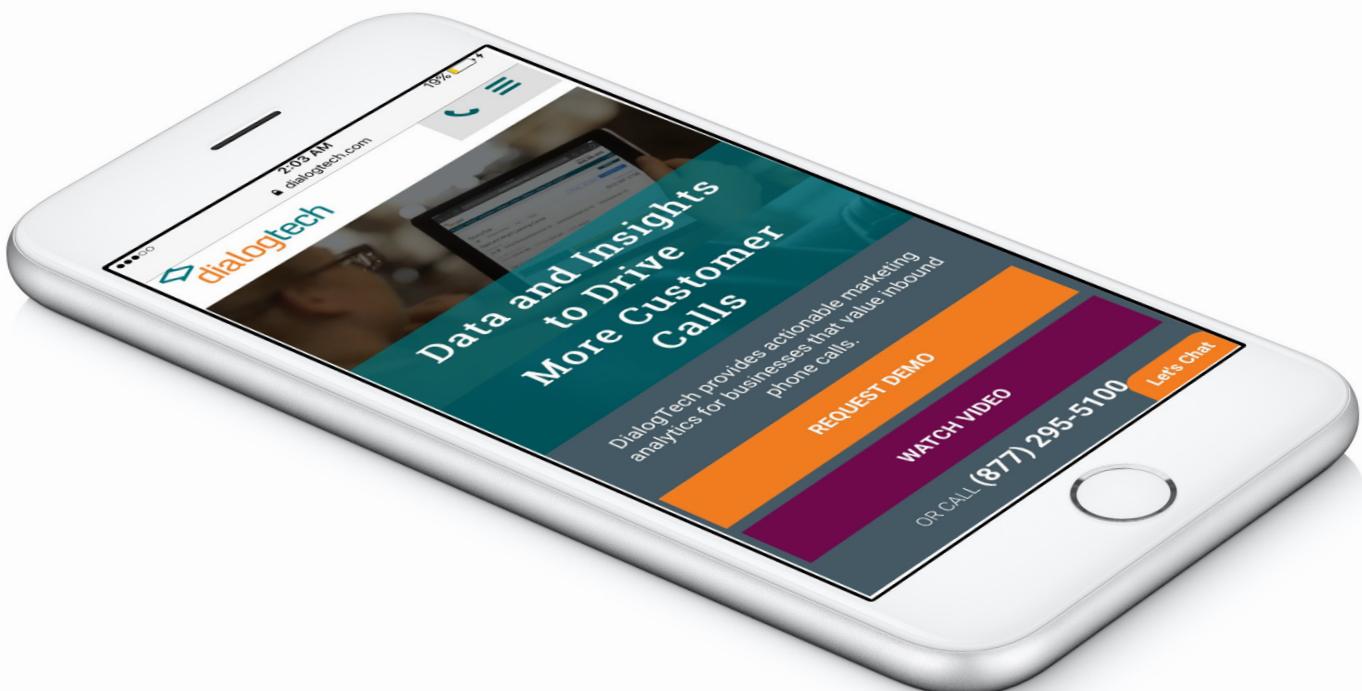
***Bottom line: they are an unwanted nuisance that can frustrate sales agents and ruin your call attribution data.***

To avoid this, you'll want to use a call analytics solution that has the technology to identify spam calls and prevent them from reaching your sales team and throwing off your attribution reporting.

# 7. Use Call Analytics to Personalize the Caller Experience

Inbound calls from paid search are lucrative leads. It's critical for businesses to not only answer these calls, but offer callers the right experience to convert them to customers.

To do it, search advertisers can use call analytics solutions. Those solutions can use the data they capture on each caller to personalize their on-call experience in real time, providing a seamless transition from online search to offline conversation and increasing the chances of winning that caller's business.



# Data-Driven Strategies to Personalize the Caller Experience

1. **Route callers optimally to close more sales:** When shoppers call, they expect to get the right assistance right away. It's important to connect them quickly in conversation with the right agent or business location. To do it, marketers are using call analytics data – including the keyword and webpage the person called from, their location and history, and day and time of the call – to automatically route each caller for the best result.
2. **Prioritize your most valuable callers:** Callers hate to wait on hold. So if you have certain ads or keywords with a proven track record of generating high-converting leads -- which you can determine from your call analytics reports -- make sure those callers get answered right away. Have them "jump the line" by sending them to a priority queue for high-value callers where a sales agent can assist them immediately.
3. **Pass insights on callers to sales agents:** When calls come in, many businesses are now passing information on the caller and marketing source that drove the call (channel, ad, keyword, etc.) to their sales agents before they start the call. By knowing a caller's online activity before a call, sales agents can better anticipate caller needs, deliver a seamless online-to-offline experience, and tailor the conversation to win the sale.

# 8. Include Call Data in A/B Testing

Test everything. This is the search marketer's credo.

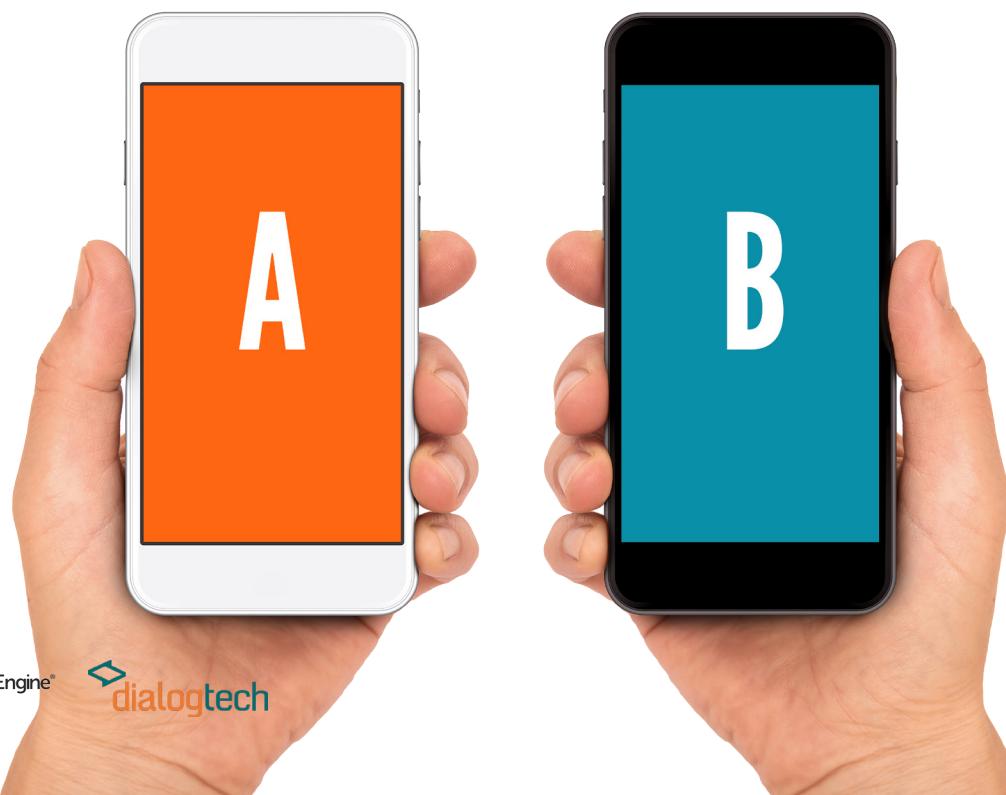
Whether you are optimizing ad text or landing pages, conducting an A/B test is a great way to increase your conversion rates and understand what resonates best with your target audience.

To optimize performance, marketers should be A/B testing messaging, page layout, graphics, and calls to action to see what resonates best.

But the validity of your A/B test results depends on accurate, complete data.

For paid search tests that means including call data along with online conversion metrics to determine a winner.

Call analytics reports can help you do that.



# 9. Analyze Conversations for Marketing & Sales Insights

It's important for marketers to get insights into what happens on the calls you generate from paid search and other marketing initiatives.

Analyzing conversations provides a wealth of information on callers and the value of calls you can use to make smarter optimizations.

For example, you can learn which search ads, keywords, and landing pages drive the best sales calls, if new promotions or messaging is resonating, and why calls did or did not convert to sales opportunities.

Analyzing how calls are handled also helps you detect and correct issues that negatively impact ROI.

You can see what percentage of calls aren't being answered at each location, which agents have the highest and lowest answer rates, and which staff members are best at converting callers to appointments.

You can also identify calls that were mishandled so sales managers can call them back to recapture the opportunity.



# Analyzing Call Experience Answers Important Questions

Was the call answered?

How long did it last?

Was it a sales lead?



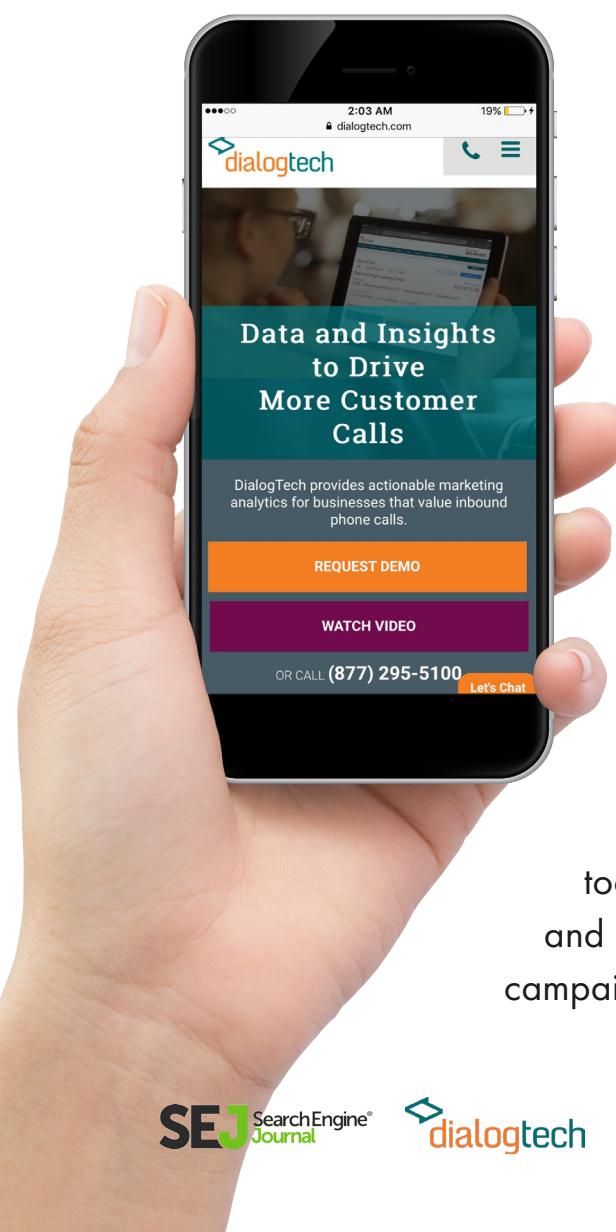
What did the caller say?

How did the sales agent performs?

Did the call convert?

Why or Why not?

# 10. Integrate Call Data with AdWords, Bing Ads, Your CRM, & Other Digital Advertising Tools



Now that you are capturing data on your callers using a call analytics solution, it's time to put it to use to drive results.

One way to do that is to integrate calls with the tools you use to measure and optimize search advertising and other marketing.

For PPC that includes AdWords and Bing Ads, so you can see call data along with click data down to the keyword level in your Bing Ads accounts.

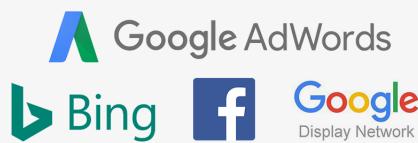
It's also important to connect your call analytics data with your marketing stack — including your CRM, bid management, web analytics, and other tools — to get a holistic view of the customer journey and know exactly how to allocate budget and optimize campaigns to generate the greatest return.

# Integrate Call Analytics with Tools to Measure & Optimize Digital Advertising

## Call Analytics



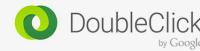
## Ad Platforms

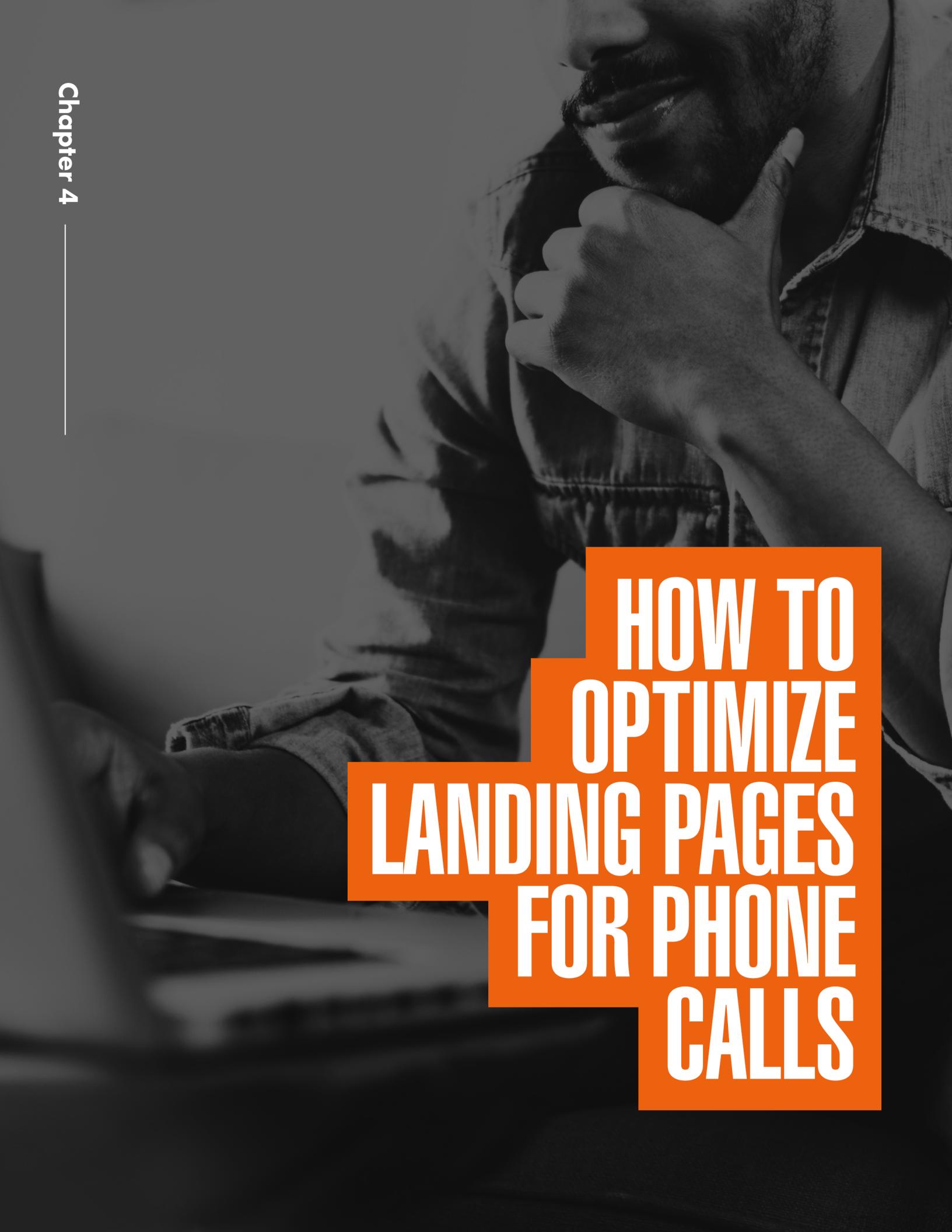


## CRMs



## Optimization Tools





# HOW TO OPTIMIZE LANDING PAGES FOR PHONE CALLS



4

# How to Optimize Landing Pages for Phone Calls

Searchers visiting your site want to call you, especially when they are on smartphones.

Regardless of your ad's call to action, you need to give them an easy option to call with prominent phone numbers and click-to-call links and buttons throughout your site.

1

## Add a Phone Number to Every Page

It's critical that every landing page and webpage on your site has a prominent phone number for searchers to call.

Searchers want to call you, and even if your landing page's purpose is to drive online registrations, it should still include a "call us" CTA.

Why force someone to fill out a form when they are ready to engage with your sales team right away?

Plus adding a phone number or button is easy, takes up little real estate, and won't negatively impact the design of your landing page.

2

## Test Landing Pages with No Forms – Only Click-to-Call

Unlike phone numbers and click-to-call buttons, forms actually do take up large chunks of real estate on mobile landing pages.

And people are often reluctant to fill them out, either because it can be a pain to do on a small screen or because they aren't looking to download content on their phone or submit a contact form and wait for a sales person to call them.

So test variations of your landing pages that have no forms and instead are optimized to drive calls.

3

## Tailor Landing Pages for Local

Local searchers on smartphones will often call businesses directly from search ads using call extensions.

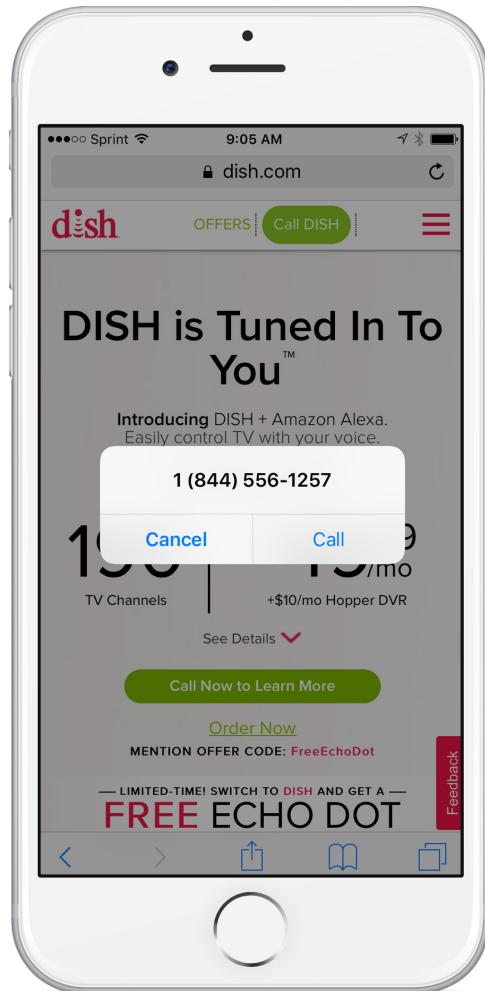
But for those who click through to your landing page, you should still tailor that page's content to speak to that location.

That means calling out that geography and business location in your copy and providing a click-to-call link with a local phone number.

# Conclusion

Once you've driven visitors to your website via paid search (or other marketing channels), tracking the caller's path through your website is essential for guiding your optimization decisions.

Using these tips should help maximize the number of calls you get from your landing pages – and convert more of them into sales and revenue.



A black and white photograph of a person's hand holding a smartphone. The phone is oriented vertically, showing a list of recent calls on its screen. The background is dark and out of focus.

# 5 IMPORTANT CALL METRICS YOU NEED TO TRACK



# 5

# 5 Important Call Metrics You Need to Track

Before smartphones, when search was 100 percent desktop, paid search attribution was easy.

A consumer ran a search on their PC, clicked on your ad, visited your landing page, and filled out a form to either become a lead or complete a purchase.

You could tie that lead or purchase to the keyword search, ad, and campaign, measure return on spend, defend your budget, optimize for what was working, and eliminate what wasn't.

But in today's mobile-first world, where searchers convert by calling, attribution is a challenge.

These phone calls fall outside the view of most marketing technologies, creating a huge black hole in your marketing attribution data.

A study of hundreds of thousands of calls processed by DialogTech's call analytics platform showed how marketers who fail to attribute calls from mobile missed out on 49 percent of conversions.

Without that call attribution data, you can't accurately measure paid search ROI and optimize spend for what's really driving leads and revenue – the black hole costs you customers.

You also can't stand in front of your CEO and confidently defend your budget.

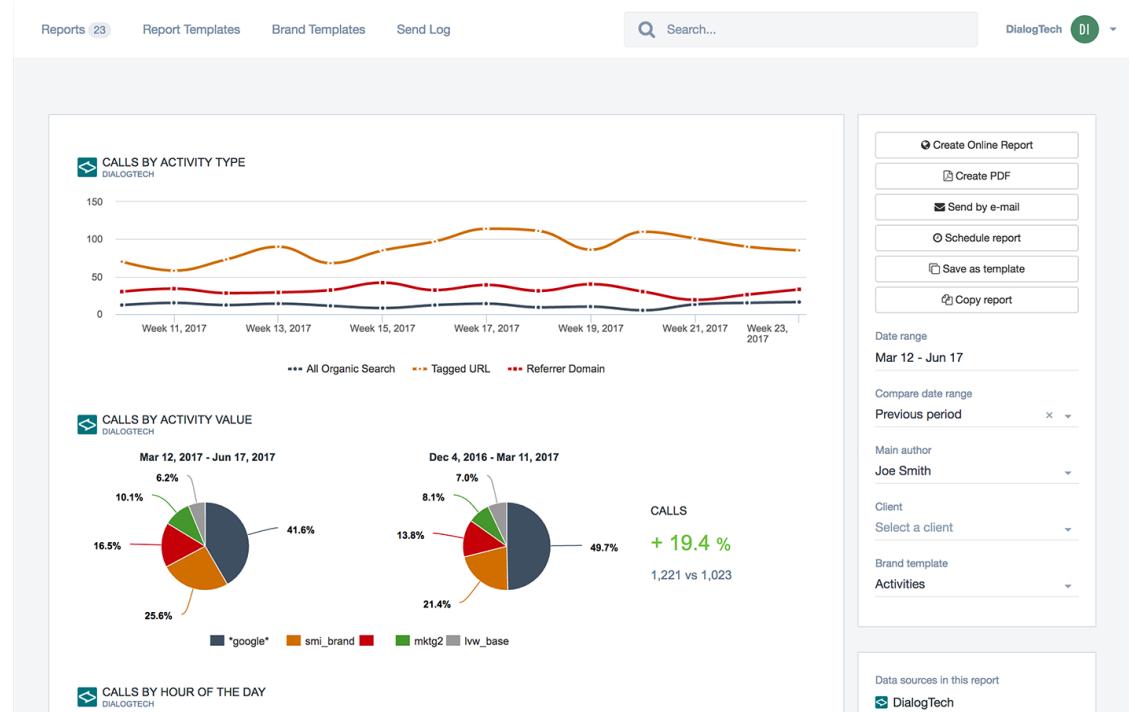
Here are four important call metrics your business needs to track.

# 1. Marketing Source of the Call

You want to know which keywords and ads drive calls, so you can optimize bids and messaging to drive more.

To do that, you need to know the marketing source of every call:

- The search engine, keyword search, ad, and campaign that drove each call, regardless of whether the call came from a call extension, call-only ad, or landing page.
- What webpages on your site the caller viewed before and after calling.



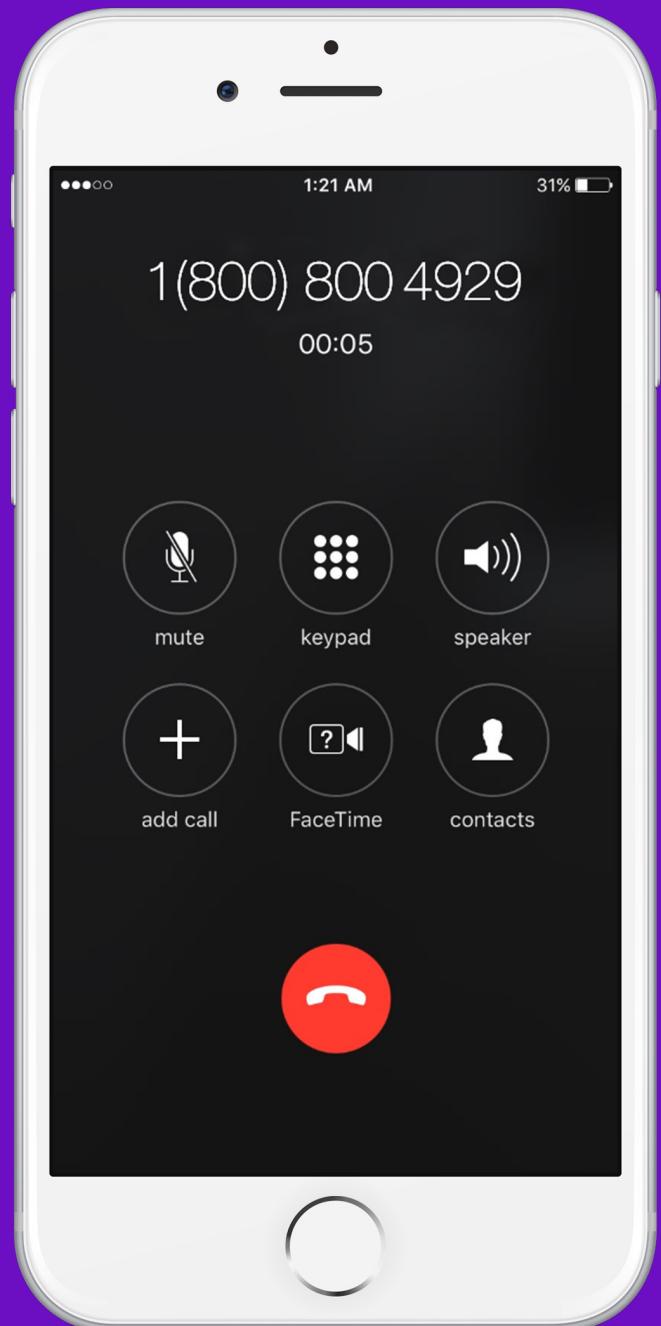
# 2. Caller Data

Caller metadata is invaluable.

In addition to the day and time of the call, you need to know the caller's:

- Name.
- Phone number.
- Geographic location.
- Operating system.
- Browser.

A great call analytics solution will pass this data, along with the marketing source data, to your sales agents before they even say "hello."



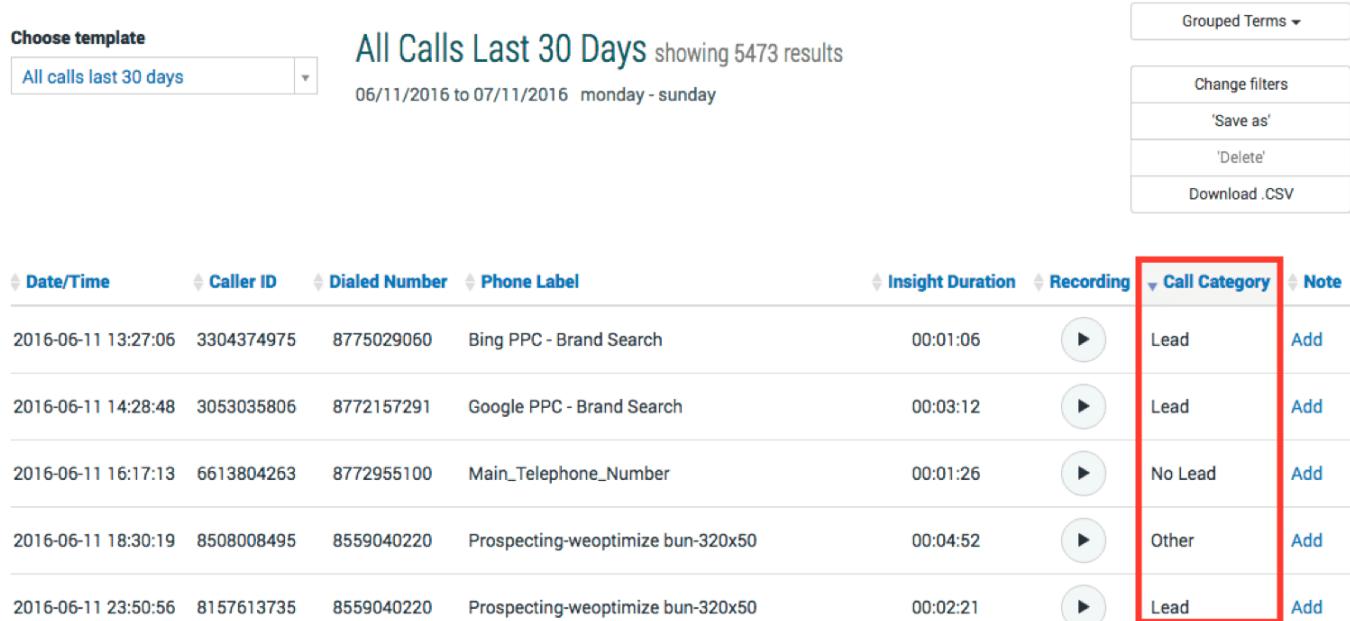
# 3. Type of Call

Caller intent is another critical element.

You need to know if it was a sales call or another type of call (support, HR, solicitation, misdial, etc.).

It's important to understand whether a call is an actual sales call so you can optimize marketing for the keywords and ads driving legitimate sales leads.

## Conversation Insight

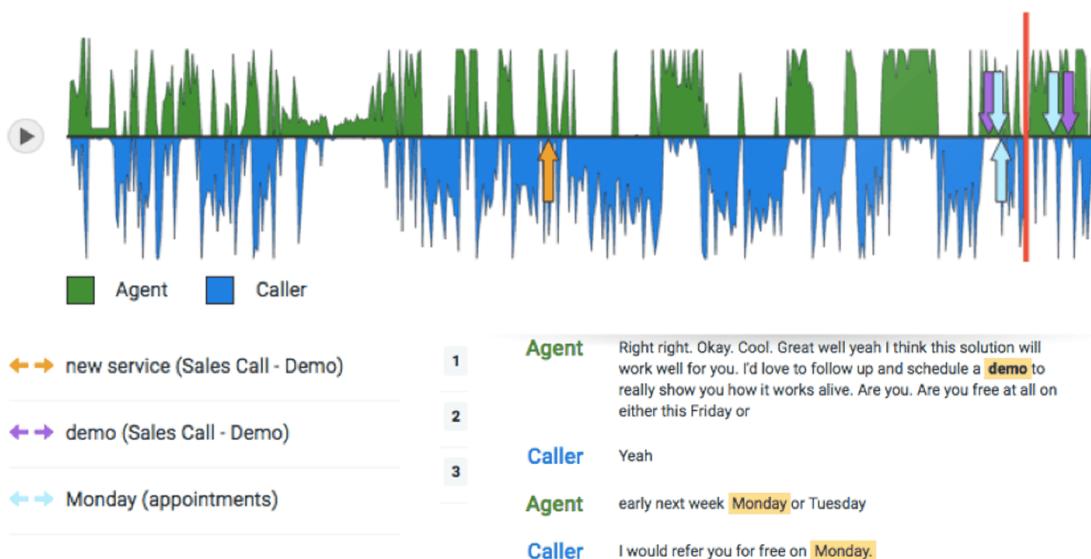


The screenshot shows a software interface for managing call data. On the left, there's a sidebar with a 'Choose template' dropdown set to 'All calls last 30 days'. To its right is a main search area titled 'All Calls Last 30 Days' showing 5473 results from '06/11/2016 to 07/11/2016 monday - sunday'. On the far right are several buttons: 'Grouped Terms ▾', 'Change filters', 'Save as', 'Delete', and 'Download .CSV'. The main table below has columns for Date/Time, Caller ID, Dialed Number, Phone Label, Insight Duration, Recording (with play icons), Call Category (which is highlighted with a red border), and Note. The data rows show various calls categorized as Lead, Lead, No Lead, Other, and Lead respectively.

Date/Time	Caller ID	Dialed Number	Phone Label	Insight Duration	Recording	Call Category	Note
2016-06-11 13:27:06	3304374975	8775029060	Bing PPC - Brand Search	00:01:06	▶	Lead	Add
2016-06-11 14:28:48	3053035806	8772157291	Google PPC - Brand Search	00:03:12	▶	Lead	Add
2016-06-11 16:17:13	6613804263	8772955100	Main_Telephone_Number	00:01:26	▶	No Lead	Add
2016-06-11 18:30:19	8508008495	8559040220	Prospecting-weoptimize bun-320x50	00:04:52	▶	Other	Add
2016-06-11 23:50:56	8157613735	8559040220	Prospecting-weoptimize bun-320x50	00:02:21	▶	Lead	Add

# 4. Call Outcome

Call 170329a839c2e658 at 2017-03-29



What happened on the call?

Where the call was routed? How long did the conversation last? What was said on the call?

The answers to these questions offer crucial insights.

You need to capture the entire conversation and use analytics to help you understand what calls from paid search converted and why.

In addition, you will learn if customers use specific words or phrases so you can improve keyword targeting and messaging.

# 5. Call Value

Ultimately, you want to know if the call converted to a sales opportunity or to revenue (and, if so, the size of the opportunity).

You need to measure how your paid search programs and spend drive not just calls, but opportunities and revenue.

## What's the Solution?

Call analytics solutions eliminate the black hole phone calls create in your marketing data.

You get the same granular level of attribution data for phone calls that tools like Google Analytics give you for clicks and online conversions.

You can understand exactly how your paid search and other marketing channels drive calls, and then optimize paid search campaigns for the keywords, ads, and landing pages that really drive customers.



# TOP 6 DANGERS OF IGNORING CALLS

# 6

## Top 6 Dangers of Ignoring Calls

If you aren't optimizing your paid search campaigns to drive calls – and if you aren't attributing callers from keywords, ads, and landing pages – you risk declining conversion rates, wasted spend, and revenue loss.

Since calls are the most popular and valuable type of lead from mobile paid search, marketing teams and agencies that can't track and optimize call conversions face a series of potentially devastating problems.

Here are the six biggest dangers of ignoring calls (and call tracking):

1

## You Miss Out on Conversions & Sales

The primary goal of most paid search campaigns is to drive conversions and customers.

For mobile PPC, that means calls.

If you aren't making it easy for customers to call you from your ads and landing pages – or optimizing for what's really driving calls – you could be missing out on the majority of mobile leads while sending customers to your competition.

2

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

If you aren't able to measure how your 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.

3

### 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 mobile campaigns.



4

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

A/B testing for landing pages is standard operating procedure in paid search.

But successful A/B testing requires that you know what variations work best in driving quality conversions, and that means calls.

If you don't offer a phone number or click-to-call CTA on your web pages and measure results, you could standardize on underperforming landing page variations.

**5**

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

Whether you do marketing for an agency or for an internal marketing team, it's critical that you can prove the value of your campaigns.

Your paid search programs will be driving calls and sales – it's important to get credit for everyone to show your full impact on the business.

**6**

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

A study of hundreds of thousands of calls processed by DialogTech's call analytics platform showed how marketers who fail to attribute calls from mobile miss out on 49 percent of conversions.

Without an accurate picture of how many calls your paid search spend 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 to your CEO or clients.

# Conclusion

Tracking callers from the search engine results page (SERP) and your website back to their keyword search is critical to measuring and optimizing ROI. A call analytics solution is a great tool to help you do it.



# CASE STUDY: DIALOGTECH'S CALL ANALYTICS SOLUTION HELPS HOTELCORP OPTIMIZE PAID SEARCH ROI

# Case Study: DialogTech's Call Analytics Solution helps HotelCorp Optimize Paid Search ROI

In this e-book, we've covered all the trends, strategies, and tips you need to know.

You know smartphone use will continue to skyrocket and inbound call volumes will keep growing for all your marketing channels, not just search.

Now it's time to talk about some actual, real-world results.

Want 83 percent more phone leads?

How about 71 percent more bookings?

And how does cutting costs by 10 percent at the same time sound to you?

Too good to be true?

It isn't!

That's the value of a call analytics solution.



HotelsCorp, a subsidiary of Westgate Resorts, one of the largest resort developers in the world, understands this.

"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."

HotelsCorp generates revenue through destination marketing by operating as an online travel agency. Most of their business comes from inbound calls.

So HotelsCorp turned to DialogTech's call analytics platform to track every call back to the search engine, keywords, ad, and campaign that drove it.

HotelsCorp also used DialogTech to get insight into the geographic location of each caller and the times and days that generated the most calls.

Based on all this data, HotelsCorp began optimizing their paid search bidding for the keywords, locations, and times driving the most calls.

HotelsCorp integrated DialogTech with Google 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," Springer said. "Now, using DialogTech, we're tracking thousands of calls every month from paid search.

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

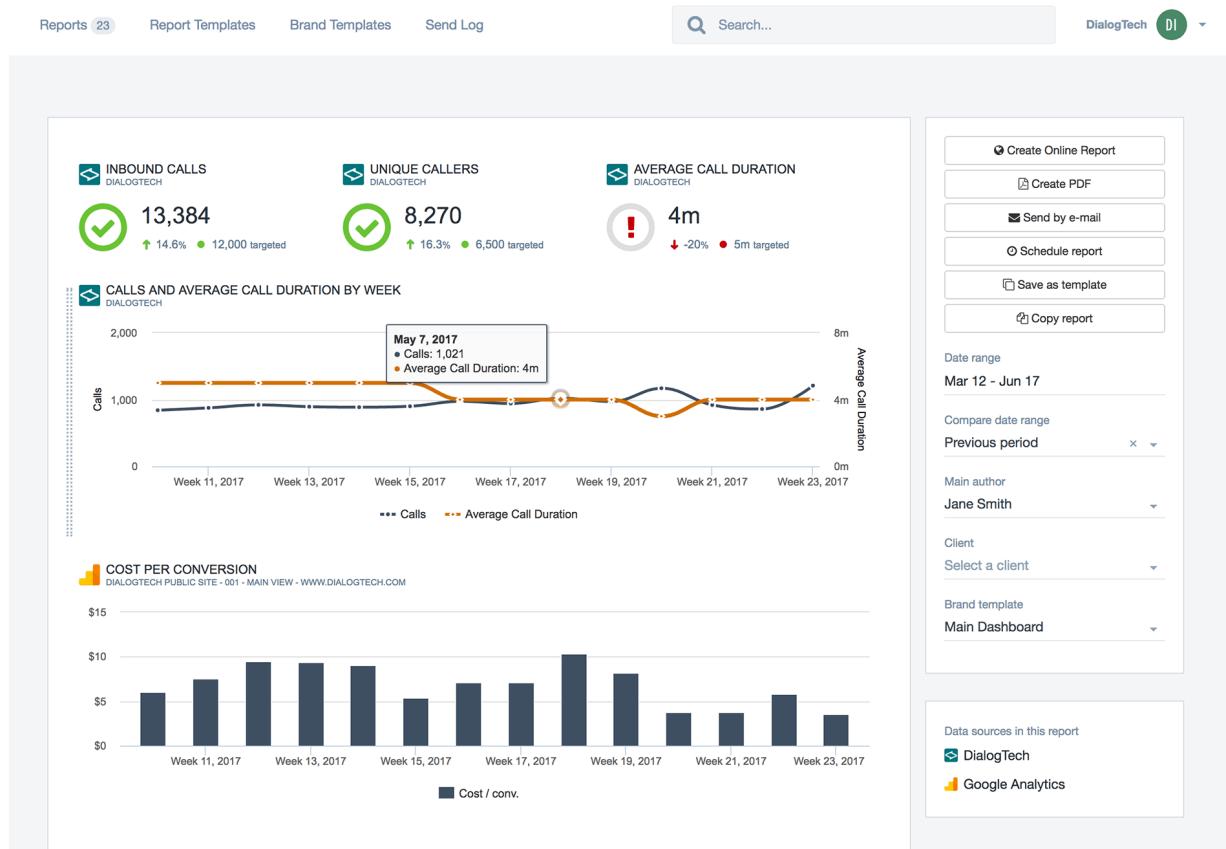
This is exactly why DialogTech's call analytics platform has become essential – so businesses can track, qualify, route, and analyze those calls to optimize results.

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

# Next Steps

I hope you found this guide helpful as you consider optimizing your search advertising to generate more calls, customers, and revenue. To stay on top of the latest news and best practices around call analytics and optimization, visit the DialogTech website at [dialogtech.com](http://dialogtech.com).

If you are interested in evaluating the DialogTech call analytics solution, please call us at 866.912.8541 or schedule a call and a personal walkthrough of the platform at [dialogtech.com/request-demo](http://dialogtech.com/request-demo).

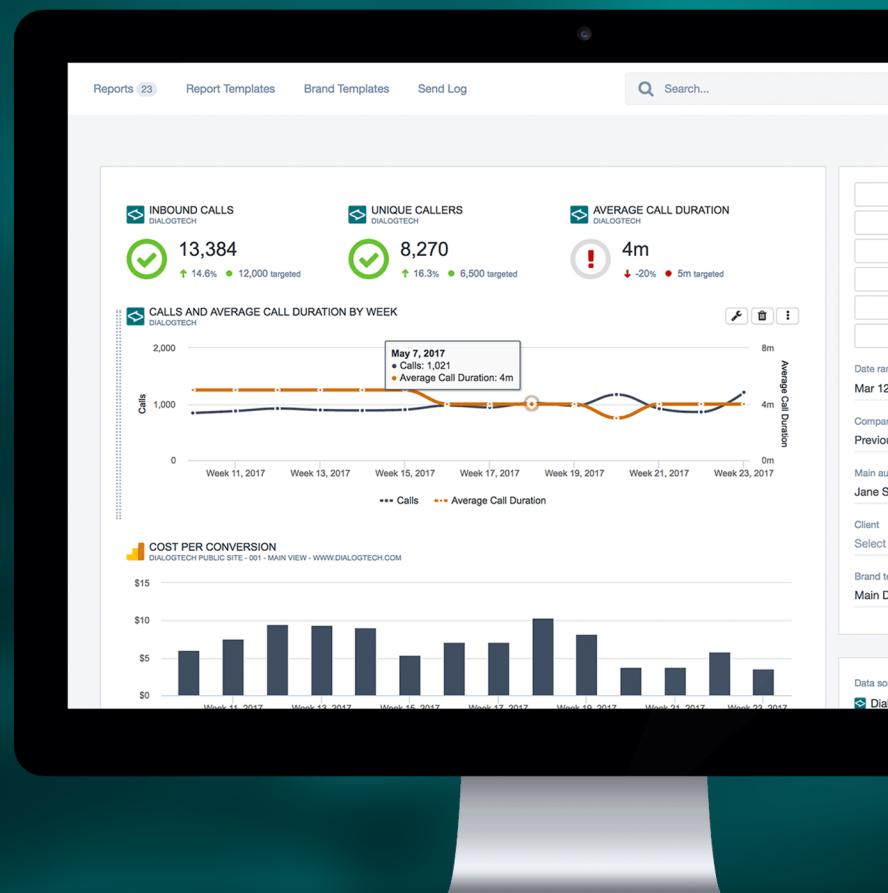




## DialogTech provides actionable marketing analytics for businesses that value inbound

Consistently recognized as the leader and pioneer in call analytics and optimization, DialogTech is the trusted solution for Fortune 500 brands, agencies, and fast-growing companies.

Through AI-driven insights, omni-channel reports, seamless integrations, and world-class support, DialogTech delivers unprecedented intelligence on inbound calls marketers use to optimize ROI, drive revenue, and deliver unparalleled customer experiences.



[DialogTech.com](http://DialogTech.com)