



CALL TRACKING
WEBSITE TRACKING
CROSS CHANNEL TRACKING



Infinity

Call Tracking

An introduction from our founder

"Infinity Tracking is the most advanced call tracking solution in the UK and can track an unlimited number of search keywords.

For any company where a phone number is an important part of their online strategy, understanding exactly which keywords drive phone calls is invaluable.

Attributing calls to the correct keywords means you can bid more aggressively on the keywords that work and reduce bids on the keywords that don't.

With 10 years' experience at the helm of a leading paid search agency, I can guarantee that by using our service you can increase your paid search performance by at least 25%."

Paul Walsh
Founder of Infinity Tracking


Infinity

Closing the loop

across **all** your marketing channels



01

someone searches for your service

the visitor lands on your site and a unique tracking number is generated for them



02

We can help you close the loop



04

data is collated in our portal so you can use it to optimise your marketing campaign



03

the visitor calls the unique tracking number and we log the details

What is Infinity Call Tracking?

Infinity Call Tracking is a complete analytics tracking service with integrated call tracking capabilities.

With Infinity Call Tracking, you can track calls from your website and know exactly what marketing activity brought them there; whether it was from another website, Google or your paid search campaign.

So no longer will you have to guess how your caller has found you.

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← and yes, we are
tracking this number

Infinity **services**

Features	FREE Call Tracking	Advanced Call Tracking
		Only £49 per month <i>plus 12p per Call*</i>
Website tracking	✓	✓
Call tracking (to keyword level)	✓	✓
Google Analytics & AdWords integration	✓	✓
Network data (cost, clicks, impressions etc)	✗	✓
Offline call tracking	Optional bolt-on <i>£2 per number per month</i>	✓
Call recording	Optional bolt-on <i>5p per call</i>	✓
Missed call email alerts	Optional bolt-on <i>£5 per month</i>	✓
0844 numbers support	✓	✓
0845, freephone & local numbers	✗	✓
Announce marketing channel	✗	✓
Announce call reference	✗	✓
Operator call rating & sales data capture	✗	✓
Configurable sales capture scripts	✗	✓
Reporting API	✗	✓
CRM integration	✗	✓
Telephone tech support	✗	✓

*High volume discount available, call us for more information

How does Infinity Call Tracking work?



We will provide you with a small piece of JavaScript which can be easily installed into your website. Once installed every visitor to your website is tracked and also assigned with a unique telephone tracking number.

So, when they call this tracking number Infinity will know exactly which tracked visitor is calling as we can trace the path they followed through your website, before and even after they called you.

We also log a wealth of other information such as their location, their number, how long they spent browsing your site and of course, the marketing activity that brought them there **including all the associated detail from the network right down to the keyword.**

However, Infinity doesn't just track keywords from paid search and SEO. In fact, we can track every marketing channel including direct, referrers, email, display and social; you can even add your own custom channels.

We can also track offline calls whether on signage, outdoor media or packaging.

If you can put a number on it, we can track it.

Auto configuration or totally customisable?

Infinity will automatically configure itself, or if you prefer you can completely customise your install; we give you total flexibility.



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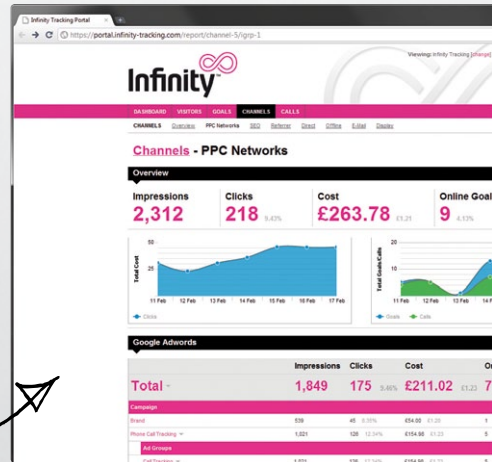
So what makes us different?

Infinity is the most advanced call tracking service in the UK, with a particular focus on managing paid search. Unlike other providers we don't just give you a list of keywords; we put the data into context so that you can actually use it to manage your campaigns better.

The data is aggregated into networks, campaigns, ad groups and of course keywords, but we don't stop there. Infinity also records the match type, the ad copy and even the raw search terms, which is especially helpful with broad and phrase match. Further still, using the networks API's, we integrate impressions, clicks and most importantly cost data.

The portal gives you the complete picture on your paid search campaign, including spend, sales and calls all in one report.

PPC networks
dashboard



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Our portal aggregates all the PPC data AND THIS IS THE BIG DIFFERENCE

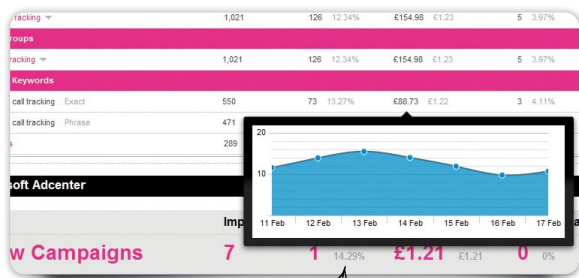
NETWORK IMPRESSIONS, CLICKS AND COSTS

Using the networks API's, we integrate impressions, clicks and most importantly cost data.

	Impressions	Clicks	Cost
Total	1,849	175	£211.02
Campaign			
Brand	539	45	£54.00
Phone Call Tracking	1,021	126	£154.98
Ad Groups			
Call Tracking	1,021	126	£154.98
Keywords			
call tracking Exact	550	73	£88.73
call tracking Phrase	471	53	£66.25
Competitors	289	4	£2.04

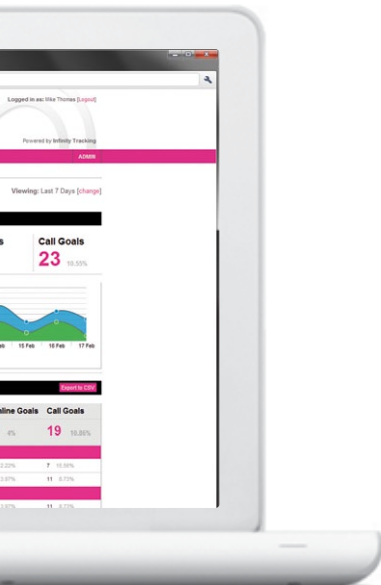
DATA AGGREGATION

For your paid search campaign, we aggregate the data into networks, campaigns, ad groups and of course keywords.



DRILL DOWN GRAPHS

Understand how a campaign or keyword has changed over time by clicking on any data to view a drill down graph.

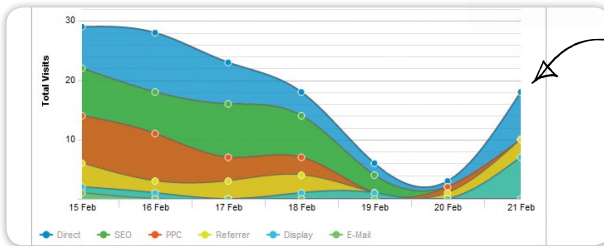


Infinity portal

We have spent thousands of hours building a powerful yet simple to use portal. Here is a selection of some of the features and reports available.

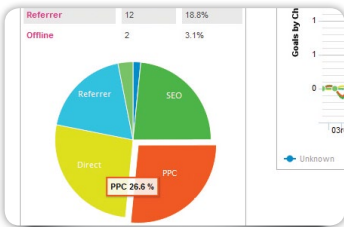
DASHBOARDS

A dashboard for your entire campaign or drill down for a dashboard for each marketing channel.



CHANNEL OVER TIME

See how each marketing channel is delivering against one another over time. You can do this for each type of activity, visitor, goal or call.



CHANNEL COMPARISON

See which marketing channel is delivering the most activity to your company, again for visitor, goal or call.

Visitor	Date	Duration	Status	Call Information
0544795	18th Feb 2011 11:50:28	Call: 4m 45s Ring: 3s	Call Pass	Number: 3125 Call Location: Dated: GEO 2
6146hd4	15th Feb 2011 10:48:47	Call: 1m 30s Ring: 2s	Call Pass	Number: 0206 Call Location: Dated: GEO 2
233x1287	17th Feb 2011 14:22:30	Call: 2m 5s Ring: 2s	Call Pass	Number: 0191 Call Location: Dated: GEO 2
96200708	17th Feb 2011 13:14:33	Call: 3m 6s Ring: 3s	Call Pass	Number: 0117 Call Location: Dated: GEO 2
46011905	18th Feb 2011 23:36:06	Call: 0s Ring: 0s	Call Fail	Number: 4166 Call Location: Dated: GEO 2

LIVE CALL VIEW

A live call view shows all your calls coming through as they happen and automatically updates every few seconds with all the call information.

ADVANCED SEO REPORTS

For all your SEO traffic we aggregate the data into publishers, domains and the search terms.

	Visits	Total Calls	
Total	112	35	31.25%
Publisher			
google	101	29	28.71%
Domain			
www.google.co.uk	81	27	33.33%
Search Terms			
infinity tracking	41	10	24.39%
infinity call tracking	24	4	16.67%
infinity tracking phone numbers	2	0	0%

Visitor Information

Item	Detail
IP address	93.000.3.00
Reverse DNS	ADSL
VHOCIS	Managed Broadband ADSL
Location	GB Derby
OS:	Windows 7
Web browser	Firefox 3.6.13
Resolution	1280x800

Location: GB Derby

CALLER & VISITOR INFORMATION

We know everything about a visitor from their location to their phone number, OS and web browser.

VISITOR PATHS

You can see exactly how a visitor interacted with your site before and after they called you.

Action	Date	Duration	Information
Exit Page	14th Feb 2011 13:52:23	...	Infinity Tracking - Call Tracking, Site Tracking and Cross Channel Tracking in one place http://www.infinity-tracking.com/uk
Page View	14th Feb 2011 13:51:58	25s	Infinity Tracking - Pricing http://www.infinity-tracking.com/uk/pricing/
Page View	14th Feb 2011 13:51:53	5s	Infinity Tracking - Call Tracking, Site Tracking and Cross Channel Tracking in one place http://www.infinity-tracking.com/uk?keyword=call%20...
Call (Call Pass)	14th Feb 2011 10:17:28	Call: 13m 50s Ring: 2s	Number: 01256 000 000 Call Location: UK Basingsstoke Dialed: 0800 000 0000
Landing Page	14th Feb 2011 10:15:06	2m 20s	Infinity Tracking - Call Tracking, Site Tracking and Cross Channel Tracking in one place http://www.infinity-tracking.com/uk?keyword=call%20... PPC Keyword: 'call tracking'
2 Days between actions			
Exit Page	11th Feb 2011 17:02:30	...	Infinity Tracking - Call Tracking, Site Tracking and Cross Channel Tracking in one place http://www.infinity-tracking.com/uk?keyword=call%20...

14:22:30	Call: 2m 5s Ring: 2s		Dialed: 0800 311 Number: Unkn Call Location: U Dialed: 0800 311
13:14:33	Call: 3m 8s Ring: 3s		Number: 01173 Call Location: U Dialed: 0800 311
23:38:06	Call: 0s Ring: 0s		Number: 41661 Call Location: Dialed: 0330-494
17:24:46	Call: 0s Ring: 0s		Number: 01737 Call Location: U Dialed: 0800 111

QUALIFY YOUR CALLS

We have three different ways of measuring call quality and this can be viewed as a simple 'Call Pass' or 'Call Fail'.

Integrates into
Google Analytics
and AdWords
out of the box

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Frequently asked questions?

HOW MANY KEYWORDS SHOULD I START TRACKING?

All of them! Unlike traditional call tracking services, Infinity allows you to track all the keywords in your search marketing campaign, not just a select few. Whether it's PPC or SEO, Google or Bing we can deliver total reporting granularity down to keyword level.

CAN I COMPARE MY CALLS WITH ONLINE SALES?

Yes. Uniquely in the market space we don't just focus on call tracking or site tracking; we have brought everything together so you can make meaningful comparisons between online and offline interactions in one place.

IS INFINITY EASY TO SETUP?



Yes. Setup can be done in 10 minutes and the system will automatically configure itself.

CAN YOU INTEGRATE INTO OTHER BID MANAGEMENT SYSTEMS?

Yes. We integrate into Google Analytics and AdWords out of the box, but we can also integrate into most online bid management systems.



DOES IT MATTER WHICH PHONE SYSTEM I HAVE?

No. Infinity Call Tracking will work with any phone system. Whether you have a call centre or just a mobile phone, it will be compatible. We simply configure the tracking numbers to point to your existing phone number.

DO YOU HAVE AN API?

Yes. We have a comprehensive API so anything you can view or change in our portal is available to you through the API.

CAN I INTEGRATE INTO MY CRM?

Yes. Using our API you can stream the raw call data into your system to enrich your CRM data. We can even announce the Call ID to the operator if your phone system doesn't integrate to your CRM.

CAN I MEASURE CALL QUALITY?

Yes. We have three different ways of measuring call quality, from a simple call length qualification to custom scripts that can be created to capture specific data from your operator through the phone or our portal.

CAN YOU DEAL WITH OUR HIGH VOLUME WEBSITE?

Yes. Our system has been designed to handle a billion requests a day so no matter how busy your site is we can handle it!

WHAT TYPE OF TELEPHONE NUMBERS DO INFINITY CALL TRACKING OFFER?

We can offer you every type of number available in the UK, including free phone, local rate and geographic numbers.

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Agency Partner Programme

Our Agency Partner Programme ensures that you can offer your clients the most advanced call tracking system currently available. Infinity is a one-stop, easy-install package that complements and enhances what you or your client may already be doing.

Prove to your clients the true ROI of search by getting the **complete picture on their PPC campaign, including spend, sales and calls all in one report.**


Call the number below and we'll tell you all about what you could be offering your clients today.

We track everything so that you don't have to.

- *We offer the opportunity for excellent recurring revenue*
- *We'll give you a co-branded customer portal*
- *We can integrate into most online bid management systems*
- *Integrates into Google Analytics and AdWords out of the box*
- *You'll have access to infinite tech support*
- *Supporting marketing material*

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 tracking this too

Closing the loop
across **all** your marketing channels

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