



PRESENTATION OF SERVICES 2015



Marketing



Phone calls



Metrics











Insights

Software at a Glance

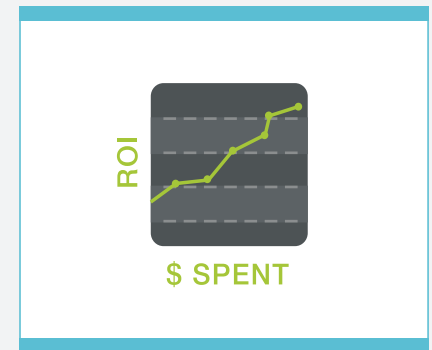
You advertise and people call



We route and report

 Calls Recorded	 Whispers	 CRM Integration	 Advanced Call Routing
 Dynamic Number Insertion	 Real-time Reporting	 Controlled User Access	 Track Online or Offline Ads

You optimize your ad budget to maximize return



ALL THE FEATURES YOU NEED TO MANAGE YOUR CALLS

- Keep track of **which advertising channels** (Google Adwords, Print, TV etc.) are driving phone calls.
- Use **keyword analysis** to have system automatically categorize your calls and react.
- Securely record and store an unlimited number of **call recordings**.
- Use **scheduled based routing rules** to ensure that calls are always routed to the right place and are not missed.
- **Geographically route phone calls** to the agent closest to a caller.
- Route calls through **queues to agents** through desktop, mobile, landline or browser phone.
- Use **virtual voicemail boxes** to store an unlimited number of voicemails on our system.
- **Receive text messages** on any of your phone numbers and set up automatic response triggers.
- Access call details, voicemails, call recordings **from iPhone and Android applications** from anywhere.



OUR CLIENTS AND PARTNERS

WE WORK WITH OVER 25,000 COMPANIES ACROSS NORTH AMERICA, EUROPE AND ASIA.

OUR CLIENTS VALUE OUR EASY TO USE PLATFORM AND OUR RELATIONSHIP ORIENTED SERVICE PHILOSOPHY.

OUR CLIENTS ARE VERY DIVERSE:



WHAT ARE CLIENTS LEARNING FROM CALL TRACKING?

DISPLAY MARKETING

One customer (a large home furnishings e-commerce vendor) learned from our tracking that they spent \$50,000 in one month to get just 20 phone calls from display advertising. They had previously thought this was a great source of revenue because of the number of clicks that they received each day.

PPC VS SEO

Another customer (a national in home health care service provider) used our reporting to balance their spending between paid and organic search efforts. They learned that it cost them \$100 on average to generate a call from Google Adwords and less than \$10 to generate a call from Google Organic. In turn, they launched a major SEO effort to attract more leads through organic search.

COMPARING CLICKS AND CALLS

One customer (a national daycare company) had been spending \$250,000 a month on PPC. They had not tracked phone conversions until coming to our service. They learned very quickly that the campaigns that convert the best in terms of clicks were also generally those that give them the most calls, BUT NOT ALWAYS. Some campaigns that had very few clicks actually resulted in high conversion rates over the phone. They were able to increase their ROI on PPC advertising 25% in 60 days by optimizing campaigns around calls.



SET UP TRACKING NUMBERS IN MINUTES

- Instantly activated phone numbers
- Thousands of toll-free and local numbers to choose from in 30+ countries
- Port numbers to and away from us at no additional cost
- Associate each tracking number to an online or offline advertising channel so you can track incoming calls back to a particular ad.

1. Find Numbers 🔍

🇺🇸 United States ▼

Area Code
Toll Free
Address
Near Number

#()
Search

hint use the '**'s to separate each digit. SMS

phone number	sms	rate center & location	add all
(812) 226-4499 <small>+18122264499</small>	Yes	VEVAY IN, 47043 US Vevay, IN, USA	\$1.85 /month add →
(760) 531-4036 <small>+17605314036</small>	Yes	WELDON CA, 93283 US Weldon, CA, USA	\$1.85 /month add →

2. Setup & Purchase 🛒

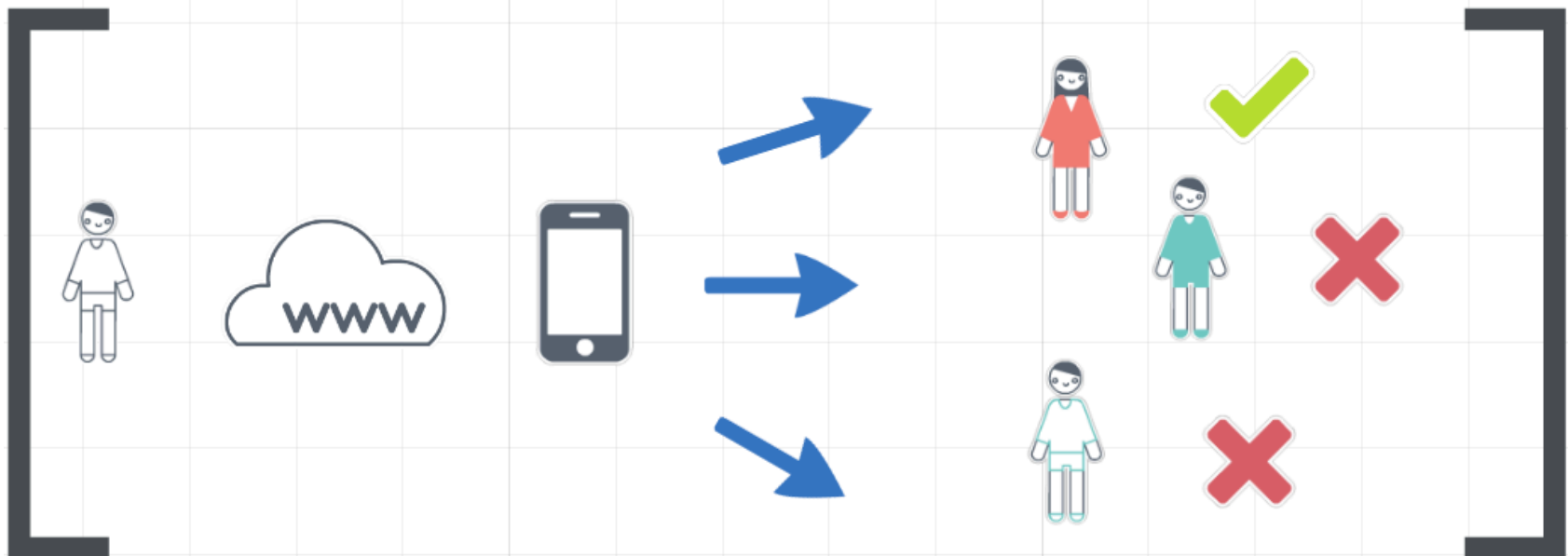
Buy Numbers

Purchase ⓘ	SMS ⓘ	Receiving Number ⓘ	Tracking Source ⓘ	
(920) 624-4457 <small>(edit label)</small>	<input checked="" type="checkbox"/>	US +1 (122) 121-2121 ▼	Google Adwords ▼	↑ ↓ 🗑️
(906) 753-7037 <small>(edit label)</small>	<input checked="" type="checkbox"/>	US +1 (122) 121-2121 ▼	TV ▼	↑ ↓ 🗑️
(906) 984-4177 <small>(edit label)</small>	<input checked="" type="checkbox"/>	US +1 (122) 121-2121 ▼	Facebook ▼	↑ ↓ 🗑️

USE DYNAMIC TRACKING CODE TO DISPLAY NUMBERS

Website visitors see **CTM dynamic tracking numbers** on your site and place calls

Callers are **instantly routed** to your office, mobile phone, or call center.



SEE YOUR CALLS INSTANTLY

All inbound and outbound calls are tracked, recorded and associated to the correct advertising channel and website visitor.

Call Status	Contact	Source	Score	Audio	Metrics	Agent	Actions
	Fisher Todd (410) 980-8877 Annapolis, MD US fax spam support	Agent Group 1 (443) 358-4118 (kims outbound number)	jack rogers \$32.0	audio 00:00	Thu Feb 20th, 2014 02:17 PM completed	kim	email, block, exclude, infolog
	Jenny Thomson (410) 980-9999 follow up	Post Card (720) 358-4118 (secondary route)	sale	audio 00:00	Tue Feb 18th, 2014 09:26 AM completed	todd	email, block, exclude, infolog
	Peter Parker (+26) 669-6687 LS follow up	Google Adwords (720) 358-4118 (secondary route)	jen robertson	audio 00:33	Mon Feb 17th, 2014 02:07 PM completed	laure (410) 220-5014 Bofa Office 2	email, block, exclude, infolog
	Bruce Wyne (+26) 669-6687 LS follow up	Bing Ads (720) 358-4118 (secondary route)	jim grads \$68.0	audio 00:36	Mon Feb 17th, 2014 01:25 PM completed	susan (410) 975-9000 Home Office	email, block, exclude, infolog

As soon as the phone rings, you will know:

- The ad that they clicked on
- The keywords they used to find you
- The pages they viewed
- Prior call history



AFTER EACH CALL, YOU WILL KNOW

- Which trigger keywords were mentioned in the call
- How much revenue was transacted in the call
- How the agent rated the call
- Recordings and transcriptions for calls for performance management/training

Sale Detail call revenue / sales rating

reporting tag

score call

converted

converted amount

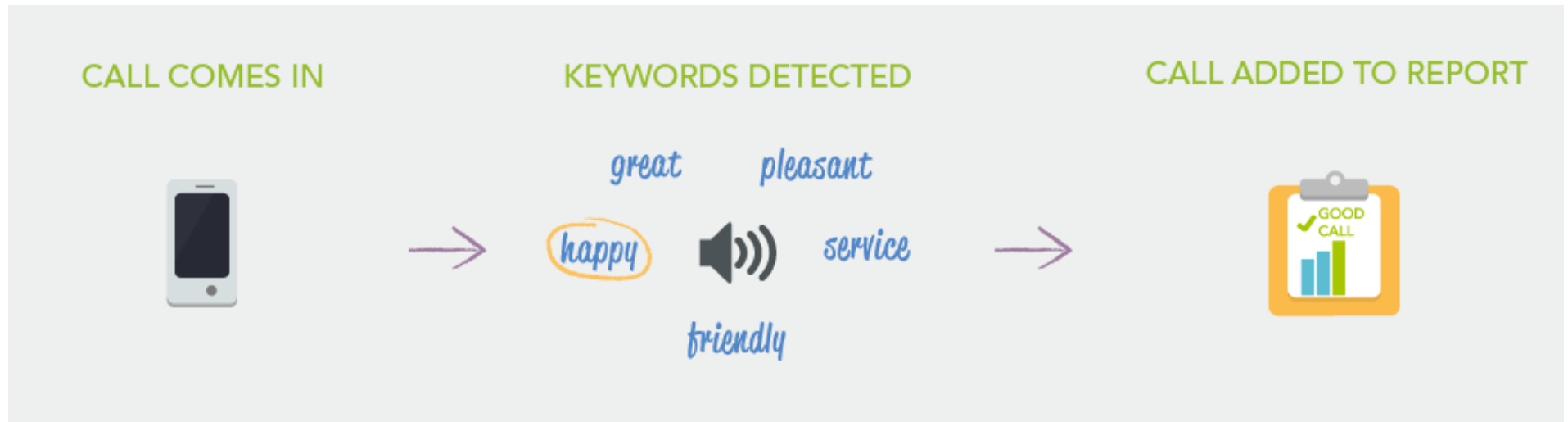
date

Source	Total Calls	Unique Callers	Average Duration	Average Call Score	Calls Converted	Total Revenue
Google Paid	565	421	3.4726	0.0301	4	1050
Direct	69	27	2.8116	0.0	0	0
Google Local	44	31	3.5	0.0	0	0
Youtube	32	28	4.4375	0.5	4	3393
Referral	19	14	4.0	0.0	0	0
Bing Local	17	16	5.4706	0.4706	2	1236



USE KEYWORD SPOTTING TO INSTANTLY CATEGORIZE AND EVALUATE PHONE CALLS

How Does it Work?



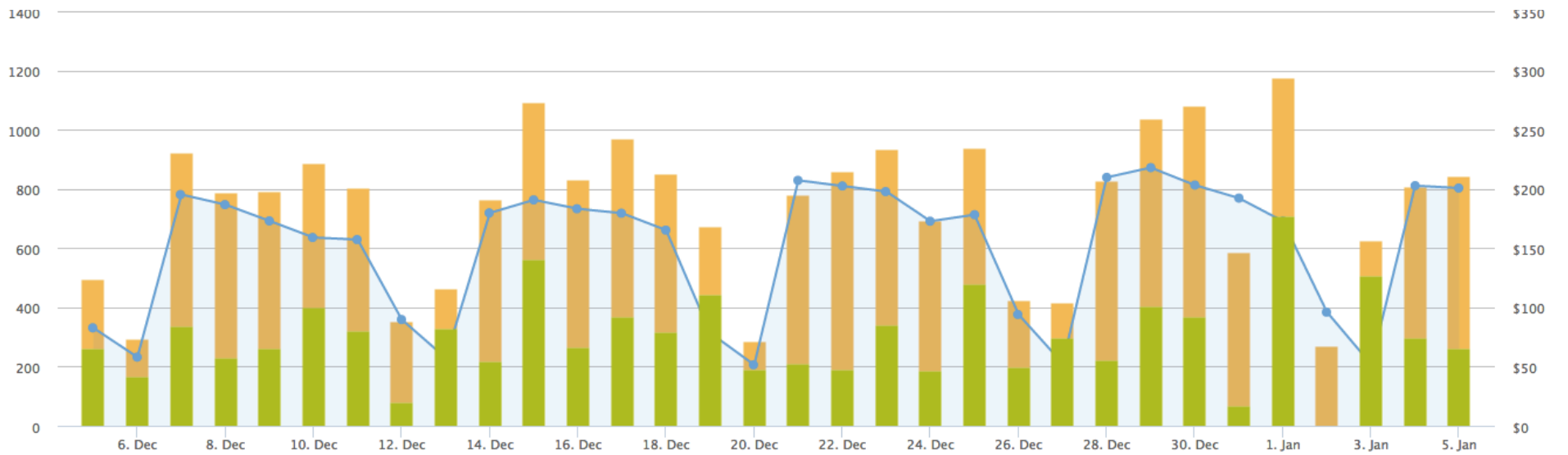
Customers are using this to:

- categorize calls by product lines
- Instantly log sales, scheduled appointments
- Detect positive or negative tone in calls

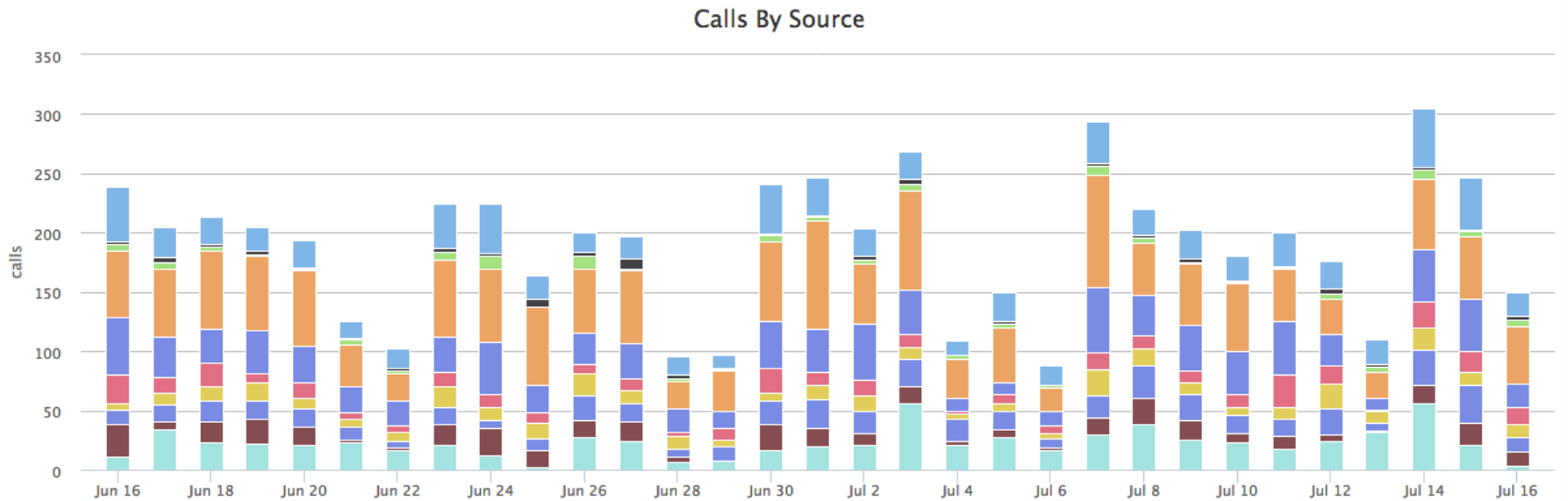


REAL-TIME REPORTING GIVES YOU CONSTANT VISIBILITY INTO HOW YOUR ADS AND YOUR CALL CENTER IS PERFORMING.

View Call Cost and Revenue



VIEW CALLS BY ADVERTISING SOURCE

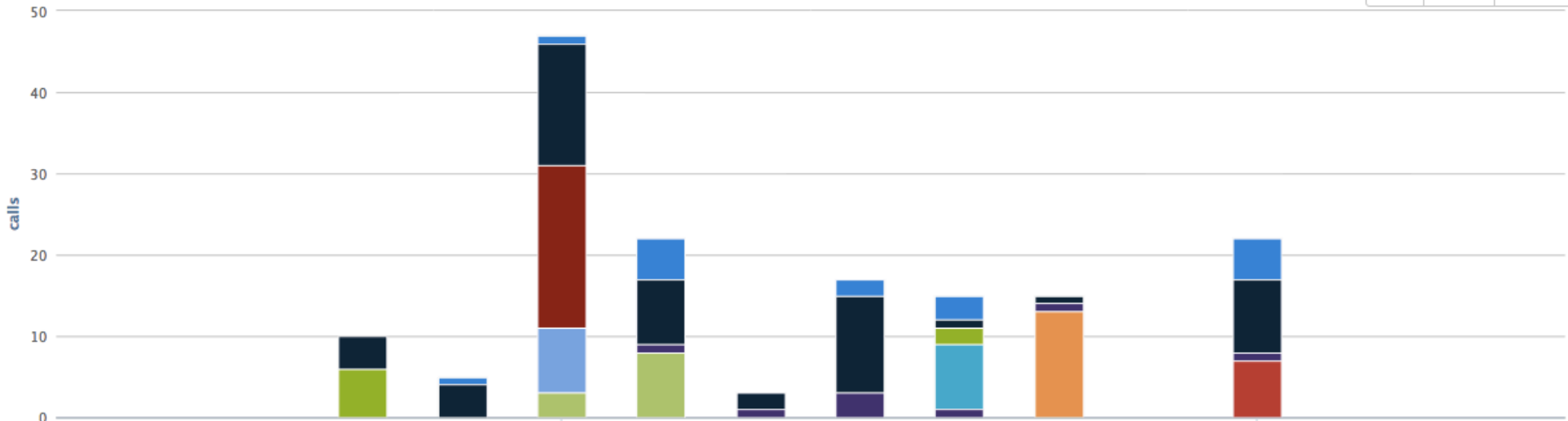


Source	Total Calls	Unique Callers	Average Duration	Average Call Score	Calls Converted	Total Revenue
Google Paid	1629	1158	5.5129	0.0	0	0
Bing Paid	957	718	7.6917	0.0	0	0
Google Organic	792	591	6.7922	0.0	0	0
Website	702	644	1.4227	0.0	0	0
Ad Extension	503	424	4.6516	0.0	0	0
Print	382	249	5.9267	0.0	0	0
Direct	364	254	6.8521	0.0	0	0

VIEW CALLS BY SEARCH KEYWORDS

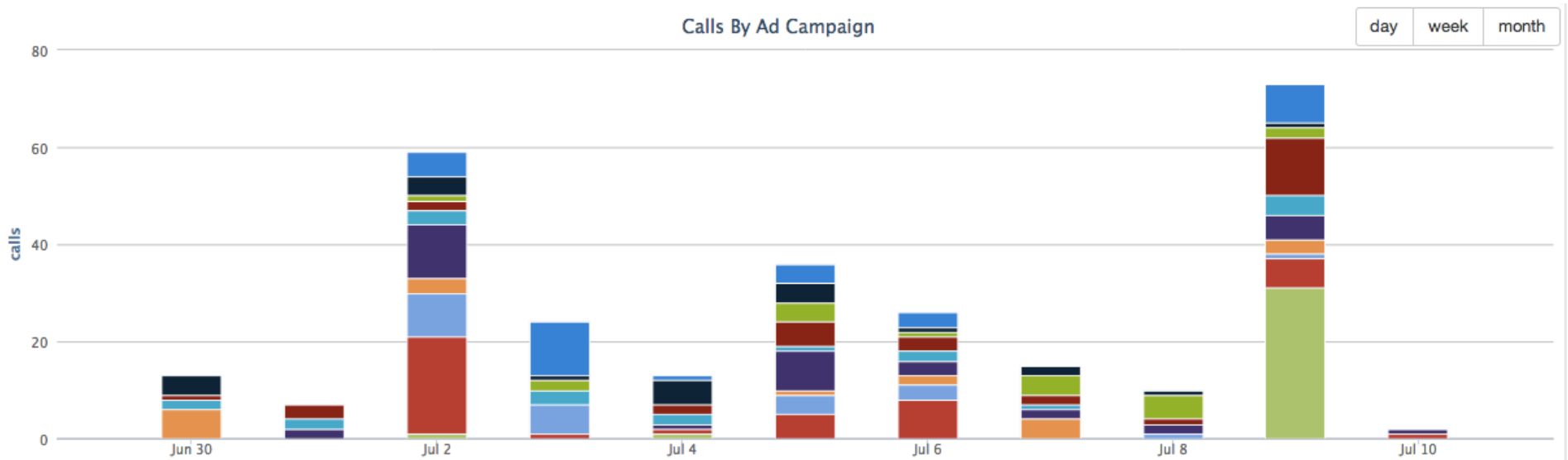
Calls By Search

day week month



Search	Total Calls	Unique Callers	Average Duration	Average Call Score	Calls Converted	Total Revenue
example search	56	45	5.3036	0.0714	1	1568
laminipplantation	20	1	2.85	0.0	0	0
bohereen	17	14	5.7059	0.0	0	0
rackle	13	5	1.0	0.0	0	0
trisyllabical	11	8	2.2727	0.0	0	0
sleyer	8	7	3.25	0.0	0	0
hectocotylus	8	6	2.625	0.0	0	0

VIEW CALLS BY ADWORDS CAMPAIGN



Ad campaign	Total Calls	Unique Callers	Average Duration	Average Call Score	Calls Converted	Total Revenue
unjudge	42	12	2.5952	0.0	0	0
fuzzily	35	24	4.4	0.0	0	0
unmingled	33	4	2.6364	0.0	0	0
biliment	32	25	4.7188	0.0	0	0
cerographist	31	19	2.1613	0.0	0	0
softhearted	24	18	5.4583	0.0	0	0

VIEW CALLS BY LOCATION



ADVANCED RECEIVING ROUTING OPTIONS

LOOKING TO ROUTE CALLS BY A SCHEDULE?

Create custom routing for office hours, lunch, after hours, weekends, holidays and more.

HAVE MULTIPLE STORE LOCATIONS OR FRANCHISES?

Geo-Route incoming phone calls by area code to your nearest location using our geo-routing system.

WORRIED ABOUT MISSING CALLS?

Configure a fall-back receiving number to receive calls if the first doesn't answer.

WANT TO DISTRIBUTE CALLS ACROSS YOUR AGENTS?

Set up call queues to distribute calls systematically between many agents on their landlines, cell phones or soft phones.

NEED AN IVR MENU?

Create key-press actions so callers can hear a menu of options and be routed to the correct place.



ENABLE TEXTING CAPABILITIES ON TRACKING NUMBERS

HAVE YOUR SALES LEADS COMMUNICATE VIA TEXT

Especially in radio and TV advertising, the use of text message promotions can be powerful. Ask your prospects to text you at tracking numbers to indicate their interest in your product.

SET UP AUTO-RESPONSES

Eliminate any heavy lifting by setting up auto-triggers that happen anytime Someone texts your tracking number.

WANT TO USE SHORT CODES?

Short codes are short numbers for the use of texting. They are easy to communicate and can be used like our other other tracking numbers. Contact us for pricing– they start at \$1000 per month.

2. Use the following rules to decide how to respond and who notify.

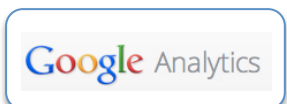
how to match?	what to match?	what action to take?
Regular Expressions	I am interested	take action +
Email	info@calltrackingmetrics.com	
SMS Reply	we got your message- call us at	
SMS Forward	4109759000	



SIMPLE, IMMEDIATE INTEGRATION OPTIONS



Call leads with [HubSpot's inbound marketing software](#) so you can get a holistic view of your performance.



See your call tracking data directly in [Google Analytics](#). Calls (and all of their details) show up in "Events" in Google Analytics and conversions Show up in [Google Adwords](#).



Sync calls with [Salesforce](#) so that calls are sent as leads.



Use our [WordPress Plugin](#) to quickly set up tracking script on your Wordpress built website.



See calls instantly in [KISSmetrics](#) analytics.



Send click data associated with inbound phone calls to [Marin](#) to allow you to optimize ads around conversions.



Send click data associated with inbound phone calls to [Kenshoo](#) to allow you to optimize ads around conversions.



USE OUR CLICK TO CALL FORMS TO IMMEDIATELY REACT TO ONLINE FORM LEADS

FormReactors are click to call forms that sit on your website that visitors fill out to initiate an immediate phone call to your team.

As forms are completed, calls immediately appear in your CallTrackingMetrics call log along with all of the advertising information about the source of that lead.

How does it work?



Form completed



Salesperson called



Lead connected



Form and call tracked together with the ad that generated the lead

FLEXIBLE, PAY-AS-YOU-GO PRICING

STARTER	PRO	AGENCY	ENTERPRISE
\$0 monthly fee	\$29 monthly software fee	\$79 monthly software fee	\$149 monthly software fee
US/CA numbers start at \$3 per local/\$6 per toll free	US/CA numbers start at \$2.25 per local /\$4.75 per toll free	US/CA numbers start at \$1.75 per local/\$3.75 per toll free	US/CA numbers start at \$1.50 per local/\$3.25 per toll free
Minutes: \$.05 per local minute/\$.07 per toll free minute	Minutes: \$.042 per local minute/\$.062 per toll free minute	Minutes: \$.04 per local minute/\$.06 per toll free minute	Minutes: \$.036 per local minute/\$.056 per toll free minute
\$.02/text message	\$.018/text message	\$.015/text message	\$.012/text message
<ul style="list-style-type: none"> •All the basic features including call recording, whispers, dynamic number insertion, reporting and advanced call routing. 	<u>All the features Starter plus ±</u> <ul style="list-style-type: none"> •Ability to track keyword, PPC and other visitor data for each caller •Integrations with analytics and CRM programs 	<u>All the features of Pro plus±</u> <ul style="list-style-type: none"> •Agency level reporting •Client specific sub-accounts •White label on calltrackingapp subdomain 	<u>All the features of Agency+</u> <ul style="list-style-type: none"> •White label on your domain •Charge customers at marked-up prices •Custom sign up pages •Salesforce integration



ALL OF OUR PLANS INCLUDE THESE GREAT FEATURES



Recordings

Listen to calls to train staff, evaluate leads, and capture customer detail. Audio files can be emailed immediately after calls so you can listen to calls from the road.



Whispers

Play custom whispers to your callers announcing call recording or providing menu keypress options. Play whispers to your receiving party announcing source of call, call recording etc.



Real-time Reporting

Know who is calling and how they found you the second the phone rings. Immediately see trends in call volume by advertising channel and sales performance by rep.



Unlimited Users

Add your staff and your clients using a variety of different role types. Use an agency package to create sub-accounts for each client so that they can view just their data.



Dynamic Number Swapping

Insert tracking numbers on your website dynamically based on where the visitor came from. Choose from a variety of pre-programmed advertising sources so that insertion happens automatically.



Track online or offline advertising

Place numbers in print, TV, radio ads or have numbers dynamically appear on your website based on where the visitor came from.





WEB: [HTTP://CALLTRACKINGMETRICS.COM](http://calltrackingmetrics.com)

EMAIL: [INFO@CALLTRACKINGMETRICS.COM](mailto:info@calltrackingmetrics.com)

PHONE: (888) 770-3332

VIEW FULL PRICING PLAN DETAILS AT:

[HTTPS://CALLTRACKINGMETRICS.COM/PLANS](https://calltrackingmetrics.com/plans)

VIEW DEMO REPORTS AT:

[HTTPS://DEMO.CALLTRACKINGMETRICS.COM/](https://demo.calltrackingmetrics.com/)

