

CALL TRACKING

from **Static**
to **Dynamic**

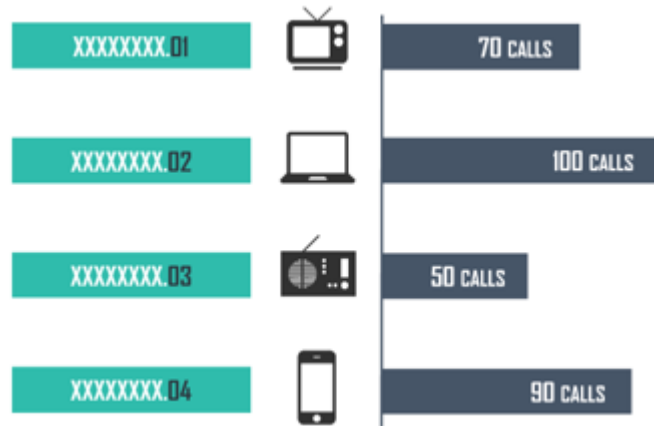


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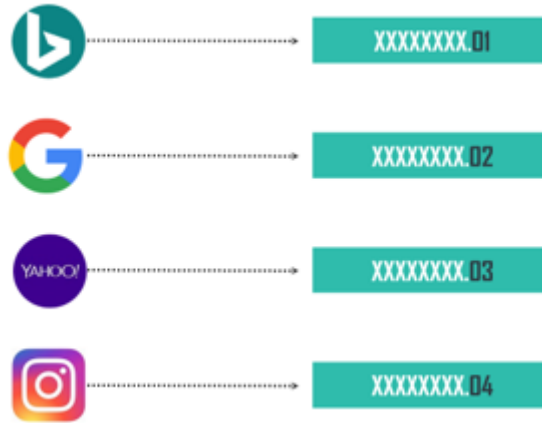


CALL TRACKING MODELS



STATIC

Identify the channels that generate more calls



DYNAMIC BY SOURCE

Get an overview of which campaigns drove calls



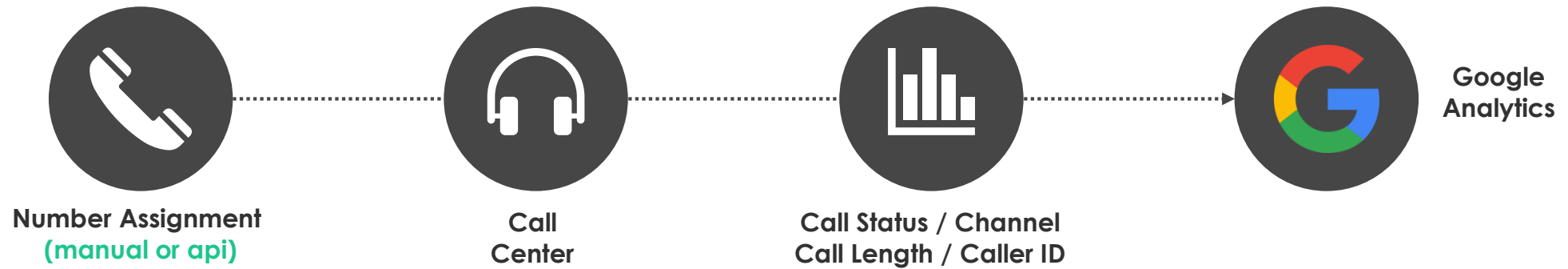
DYNAMIC BY USER / SESSION

Optimize keyword ads & get deep data about callers behavior

COMPARISON CHART

	CAMPAIGN	CUSTOMER JOURNEY	KEYWORD	CALL PAGE	GOOGLE ANALYTICS	OFFLINE CONVERSIONS	INTEGRATION
STATIC	✓	✗	✗	✗	✓	✗	Manual/API
DYNAMIC (sources)	✓	✗	✗	✓	✓	✓	JavaScript
DYNAMIC (visitor & keyword)	✓	✓	✓	✓	✓	✓	JavaScript

STATIC CALL TRACKING



USEFUL FOR:



Directories



Offline Campaigns



Emailing

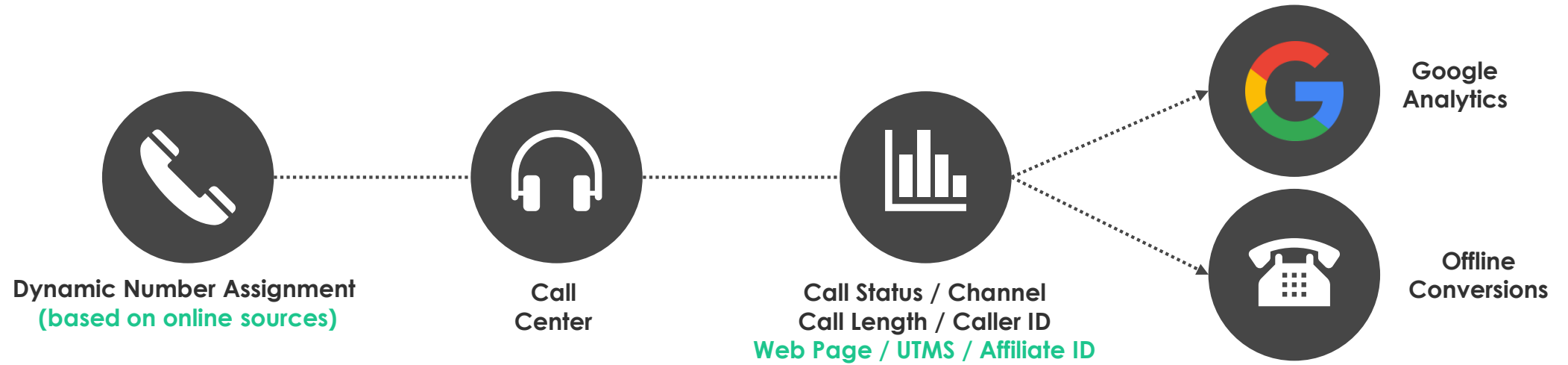


Store Locator



Web Forms

DYNAMIC CALL TRACKING BY SOURCES



USEFUL FOR:



Affiliate Networks



B2B Campaigns



SMB

DYNAMIC CALL TRACKING BY SOURCES

50

Sources

2000

Monthly Calls



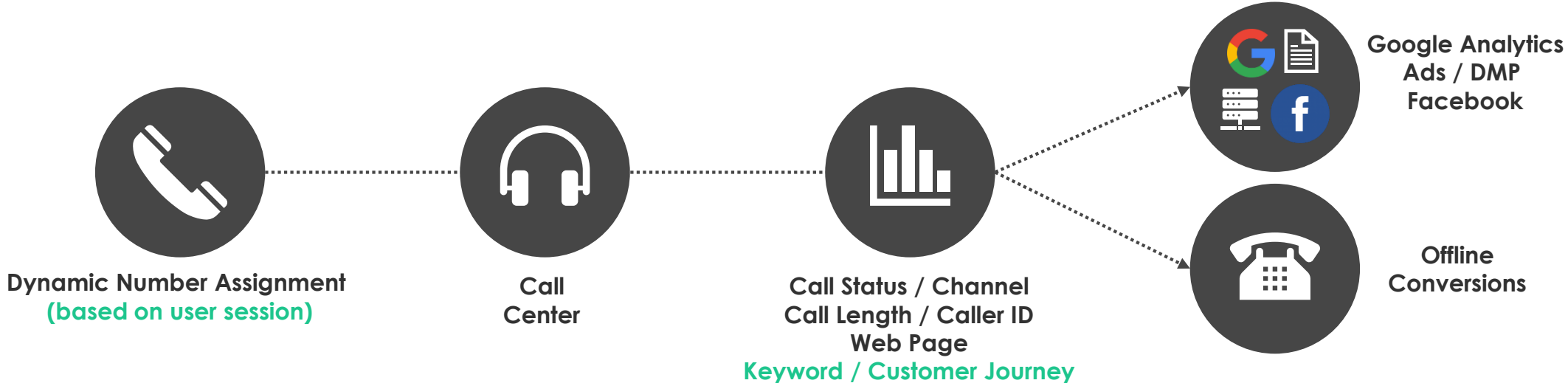
Offline Conversions
Uploaded Daily
via Webhelp

UTMS = SOURCE / MEDIUM / CAMPAIGN



UNIQUE NUMBER
PER CHANNEL

KEYWORD DYNAMIC CALL TRACKING



USEFUL FOR:



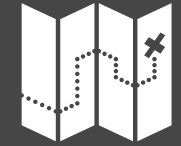
Retail



Travel



Automotive



Services

DYNAMIC CALL TRACKING BY USER



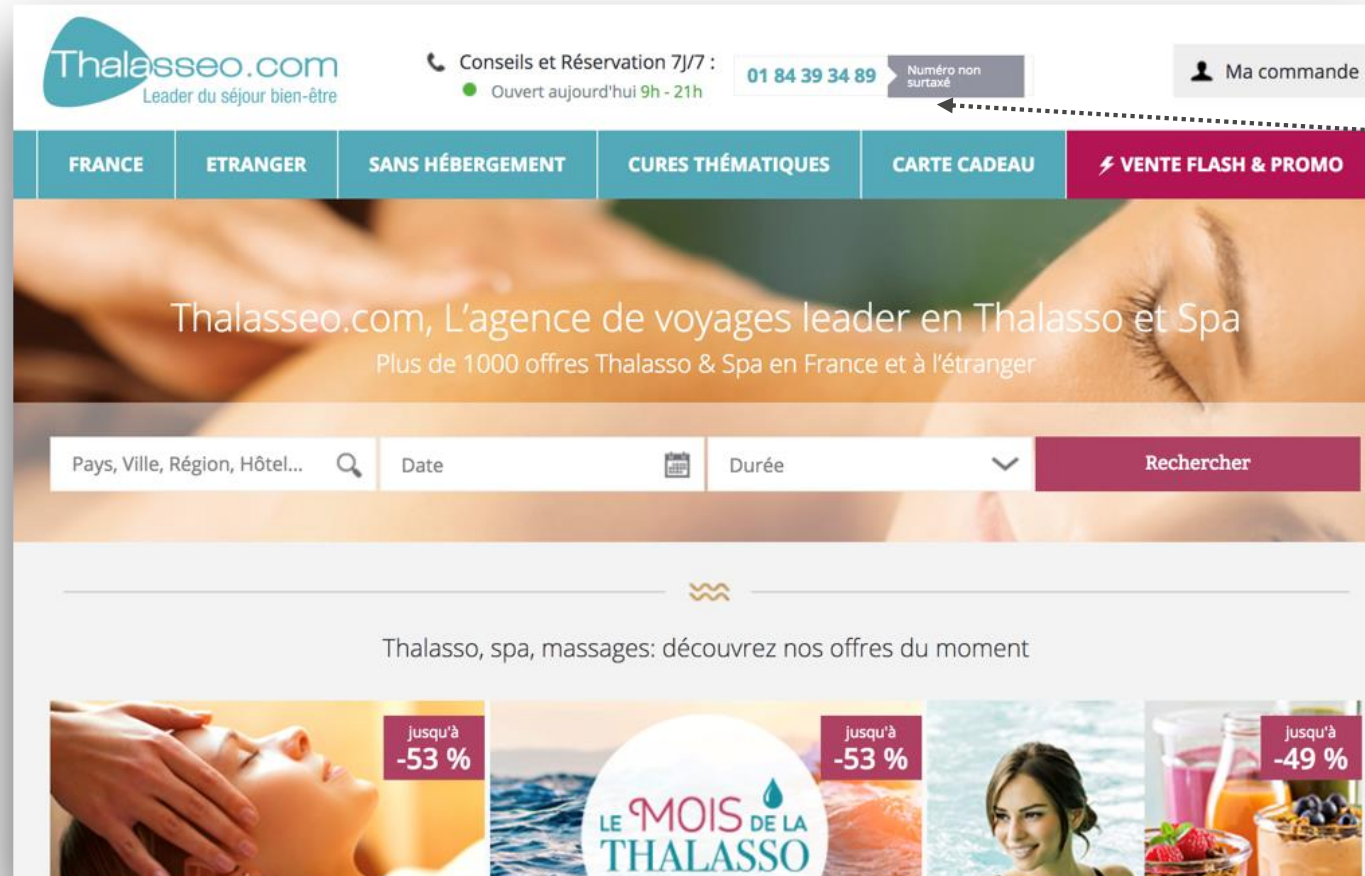
Dedicated Pool Number



Monthly Calls



Offline Conversions & Eulerian Sync



The screenshot shows the Thalasseo.com website interface. At the top, there is a navigation bar with the following elements: the Thalasseo.com logo with the tagline "Leader du séjour bien-être"; a phone icon and text "Conseils et Réservation 7J/7 : 01 84 39 34 89" with a sub-note "Ouvert aujourd'hui 9h - 21h"; a "Numéro non surtaxé" label; and a "Ma commande" button. Below the navigation bar is a menu with categories: FRANCE, ETRANGER, SANS HéBERGEMENT, CURES THÉMATIQUES, CARTE CADEAU, and VENTE FLASH & PROMO. The main content area features a large image of a person's face with the text "Thalasseo.com, L'agence de voyages leader en Thalasso et Spa" and "Plus de 1000 offres Thalasso & Spa en France et à l'étranger". Below this is a search bar with fields for "Pays, Ville, Région, Hôtel...", "Date", and "Durée", and a "Rechercher" button. At the bottom, there is a promotional banner for "Thalasso, spa, massages: découvrez nos offres du moment" with three offers: "jusqu'à -53%", "LE MOIS DE LA THALASSO", and "jusqu'à -49%".

UNIQUE NUMBER PER USER

DYNAMIC CALL TRACKING – SEAT (VW GROUP)



Goals

Support - sales force during periods of high traffic

Respond - best & quickly as possible to customer requests

Monitor - sales activity



Means

Replacement – dynamic numbers

Assignment – tracked mobile numbers

Call Data – sent to customer's CRM

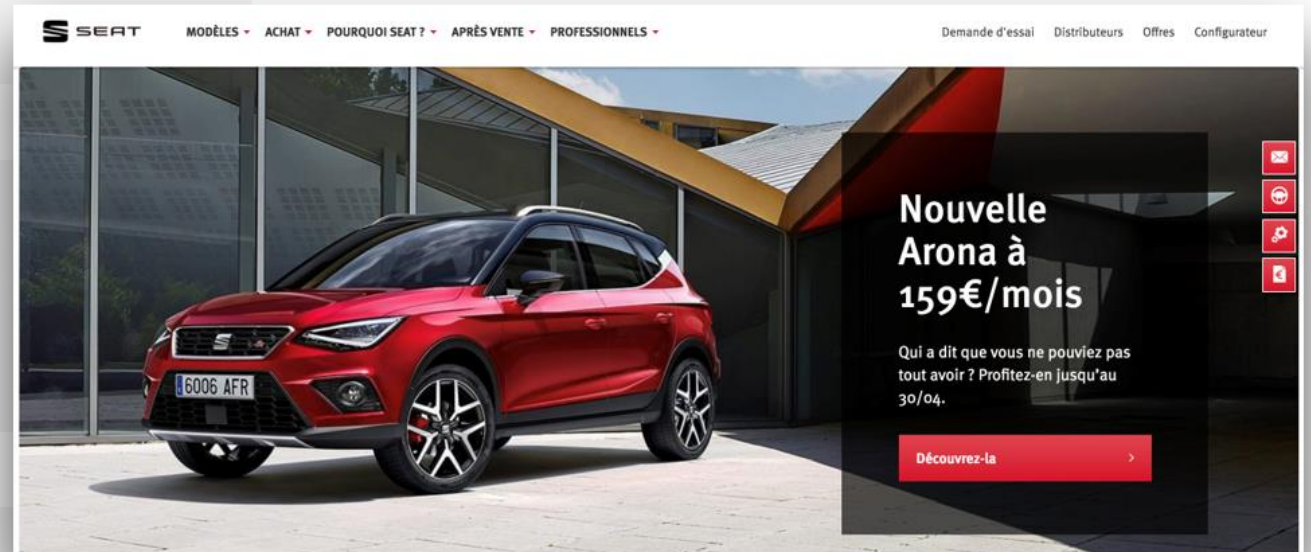


Results

Conversion – rate increased x2 on recovered leads

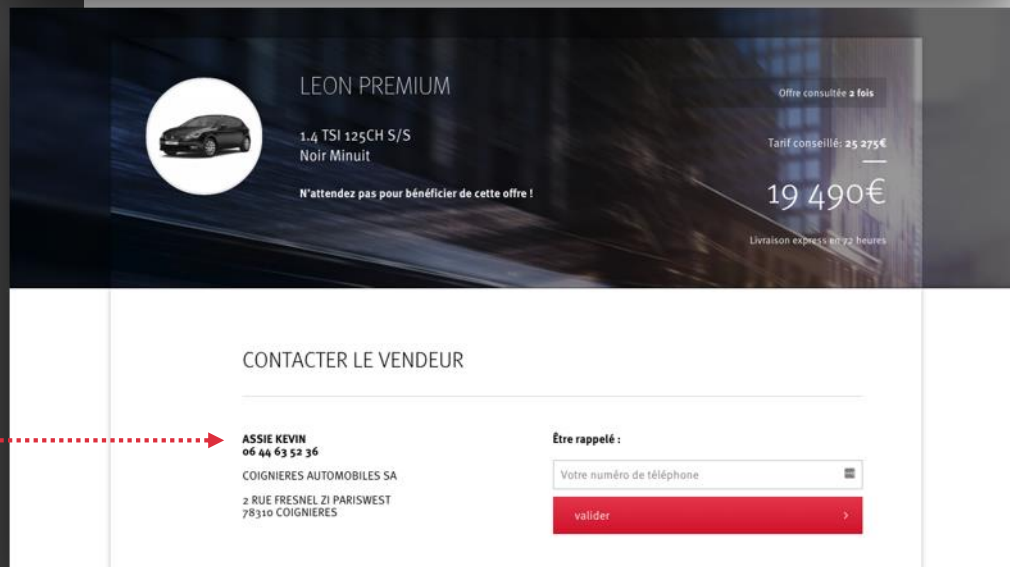
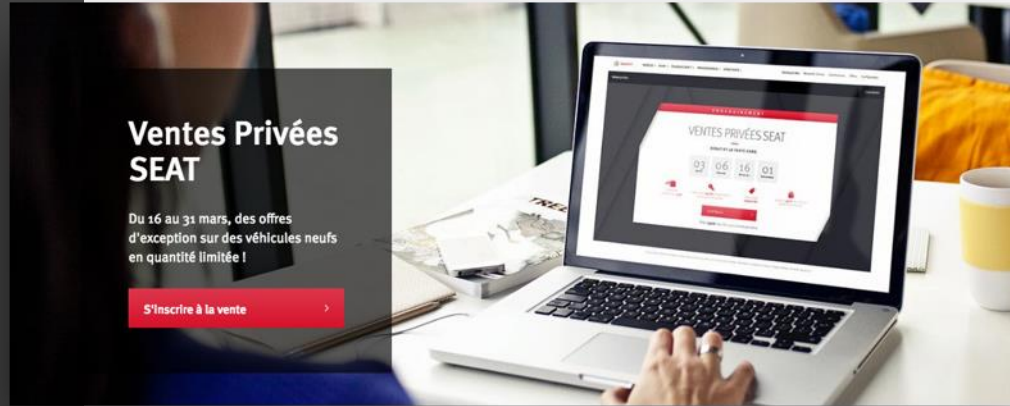
Real-time – visibility on operation success

Exchanges – facilitated between sales & customer

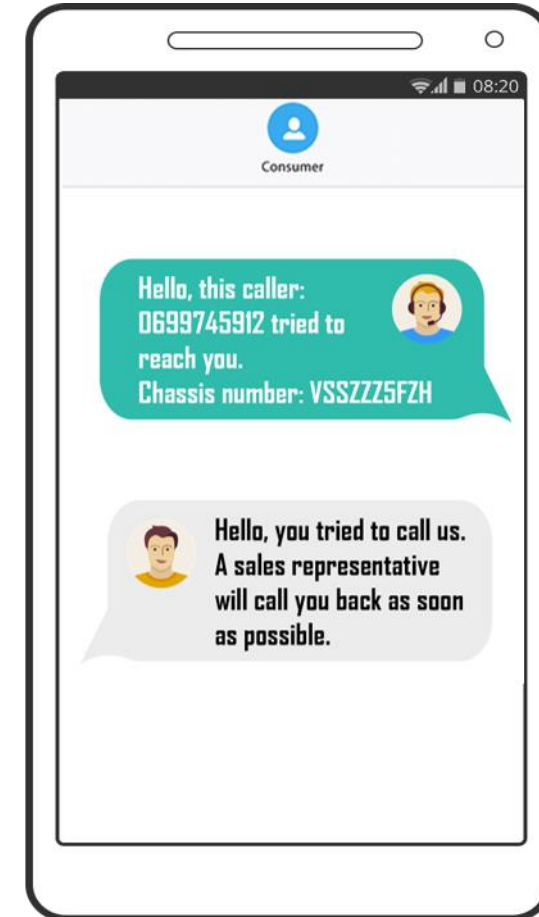


DYNAMIC CALL TRACKING – SEAT (VW GROUP)

Recovery of caller's navigation data through dynamic call tracking

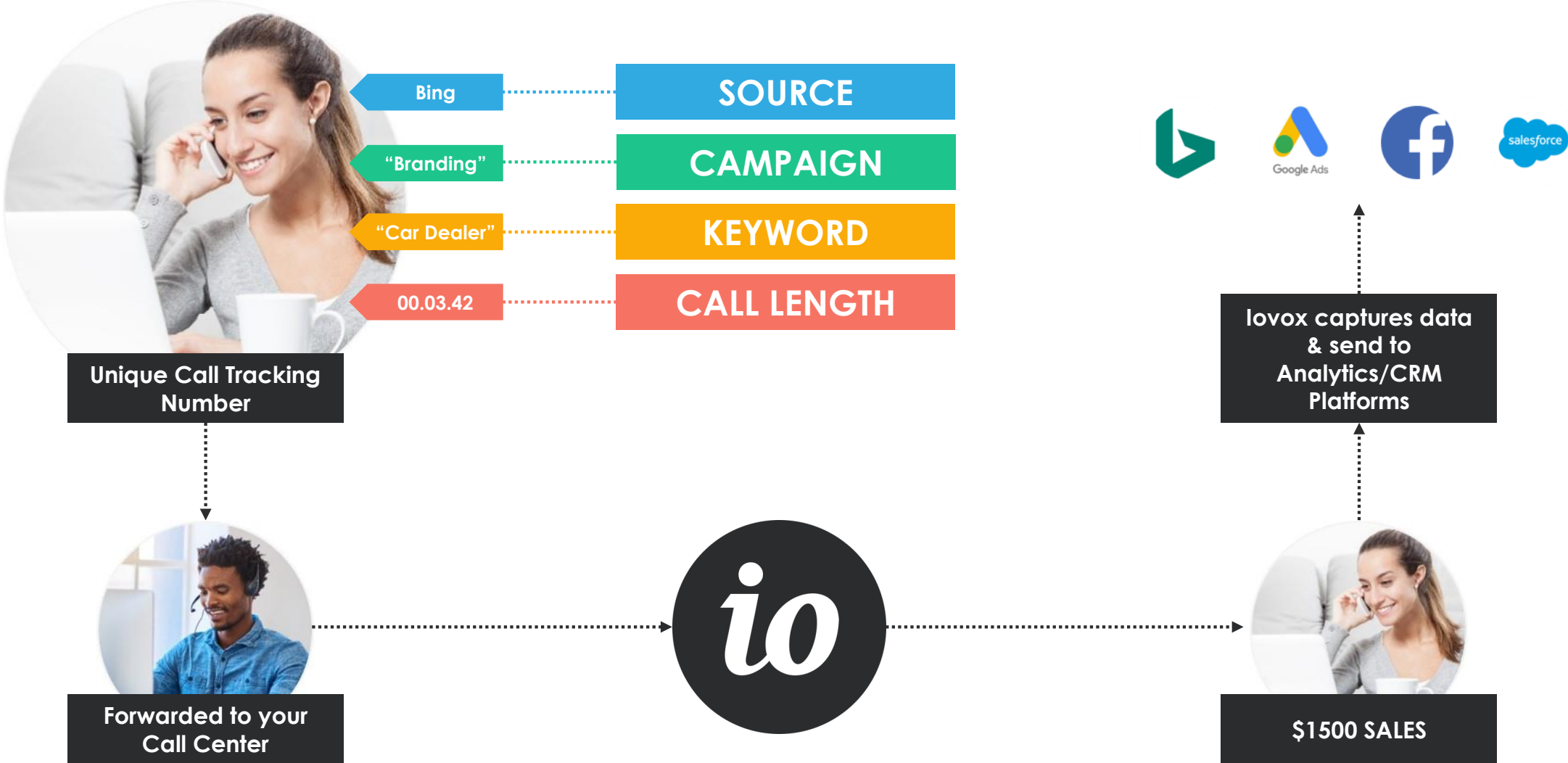


DYNAMIC NUMBER SALES REPLACEMENT



Sending SMS alerts on the seller's side (containing the chassis number) & calling in case of a missed call

FOCUS OFFLINE CONVERSIONS



THANK YOU



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