

matelso whitepaper

Call Tracking – Everything marketers should know!

matelso.



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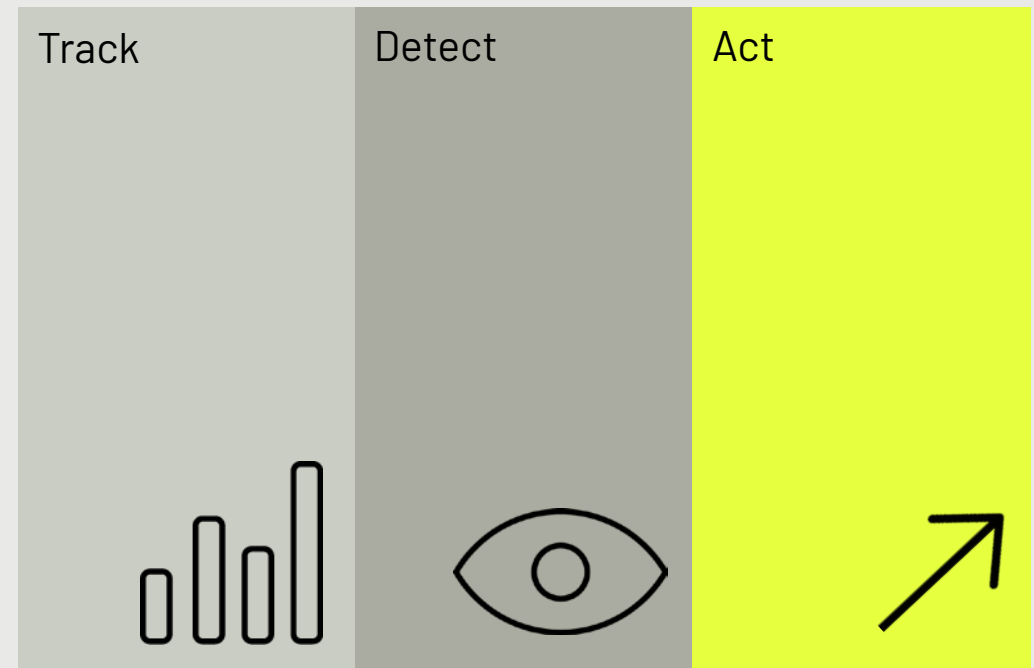
For a long time now, marketing budgets are not being distributed "just like that" anymore across different channels, but are measured against clear KPIs. Marketers need data on user behavior to assess the performance of marketing activities. Of particular relevance here is the topic Call Tracking. The technology provides important information on incoming call leads/conversions. The result: better marketing performance. Marketers now know which advertising measures, which campaigns or even which Google Ads keywords are successful...

But Call Tracking can do much more: the technology significantly increases marketing transparency and the success of lead management processes.

For example, advertising measures can also be tracked outside the website (on- and offline), and with simple optimization measures, marketers can achieve that they miss fewer calls and sales specialists are thus relieved.

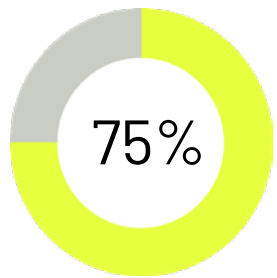
Call Tracking also helps marketers to understand the customer journey more comprehensively than before and to predict customers' actions.

As a result, marketing budgets are optimally allocated and cost-per-lead is reduced.

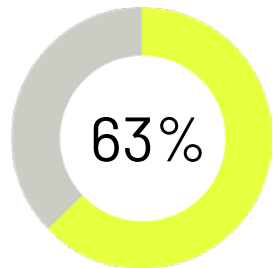


Without measurement, no action or optimization. Marketers need data in order to evaluate campaigns correctly and, if necessary, to adjust them. If this data is not available, sooner or later disproportionately high costs will be the result.

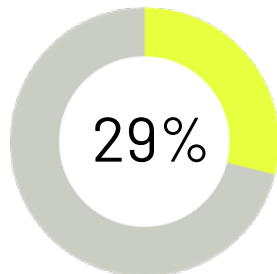
Here are some significant insights on the relevance of Call Tracking:



... of mobile searches lead to calls, rather than a completed contact form



... of inbound calls are generated through online marketing



... of inbound calls become conversions (web leads: 2%)

Users are under constant observation in the online marketing world - by means of tracking pixels that reveal every virtual step. No matter whether the user came to the company's website via a Google Ads, display campaign, newsletter or a paid backlink. Everything is tracked and stored down to the smallest detail.

But what about inbound calls triggered by marketing measures?

Many marketing departments and agencies are still unable to efficiently integrate inbound calls into their tracking strategies. This is exactly the information they then lack to significantly improve their online marketing efforts as well as their ROI.

An example: Which keyword performs best?

Important topic: bid management. These strategies only work if enough relevant data is available - either collected manually or via a bid management system. Set up correctly, they lead to higher transparency, better decisions and more leads for the same budget.

But beware! Call Tracking is not relevant for every industry - e.g. for the mail-order industry! Companies like Zalando, don't want to generate calls at all.

Google developed the forwarding numbers especially for Paid Search.

This technology is a clear advantage – even though it is a proprietary solution owned by Google. With the forwarding numbers, Google is making an important contribution to massively increasing the performance of Google Ads and thus gaining more insights into the customer journey.

Our tip: Definitely test it, even if it doesn't offer all the features of a full Call Tracking solution.

Here are a few insights into why Call Tracking is essential:



For 61% of mobile search users, the communication channel 'call' is an important part of the buying process



47% of mobile search users abandon the process if there is no phone number in the ad

Important insight about Google!

Marketers have no rights to the numbers that Google provides. These remain the property of the search engine.

The result:

As a result, Google occasionally reassigns the numbers, causing false calls to be made.

Google's goal is clear:

It's not about empowering marketers so they can better optimize campaigns. Rather, the search giant itself wants to collect more and more data and integrate it into its Big Data strategy.

How Call Tracking works

In short – and very simplified – terms, Call Tracking links an advertising measure (online or offline) to a phone number. In this way, marketers can determine which campaigns achieve the greatest success. The parameters measured can be more or less detailed – such as call duration, number of generated calls or number of redirects.

In its simplest form, it can look like this:

A company uses different, specific static call numbers for the website, print and radio ads and measures how many calls are generated via these media channels. However, if a marketer wants to use the technology to improve the performance of his measures, he should take an in-depth look at all the possibilities offered by Call Tracking.

Important insight for marketers:

Insights on keywords, campaigns or channels are incomplete without Call Tracking. The necessary transparency in the area of call behavior is missing in order to optimize performance marketing.



Static Call Tracking

This is the simplest form of tracking inbound calls. Each medium (television, print, website, etc.) is assigned a specific phone number. This allows marketers to determine exactly how many calls are coming from a particular medium.

Channel-driven Call Tracking

For example, performance marketing can determine how a particular campaign is performing in terms of calls. Each channel gets a separate tracking number. Calls can now be assigned to different channels (SEA, SEO, newsletter, etc.).

Dynamic Call Tracking

Marketers get insights about the customer journey of website visitors. Each user is shown a unique number, which is dynamically sent to the website via a script. Calls are now linked to the visitor down to the keyword level and are available as a conversion for Google Ads.

Dynamic Call Tracking with value transfer

Additional value-added: Data about the quality of a call. This call Tracking variant makes it possible, for example, to enrich and increase the data/lead quality with additional information using the DTMF dialing method or CRM integration after the call.

Initial situation

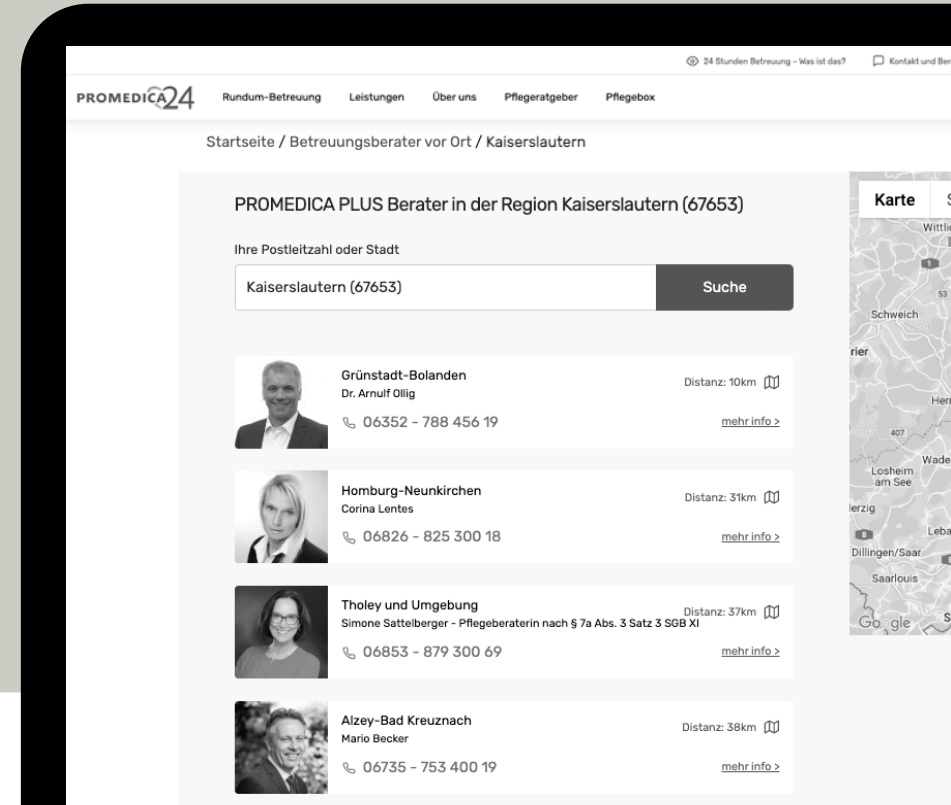
With 152 franchise locations and over 40,500 employees, Promedica Plus is one of the market leaders in the field of senior care and home care – in Germany, UK and Poland. The company's marketing strategy is correspondingly extensive.

Challenge

The transparency of call conversions and the measurement of success using contact forms and callbacks are real pain points. In addition, topics such as personal support, regionality, and trust are extremely important for customers. And: franchisors and franchisees share the marketing costs and want to measure the results.

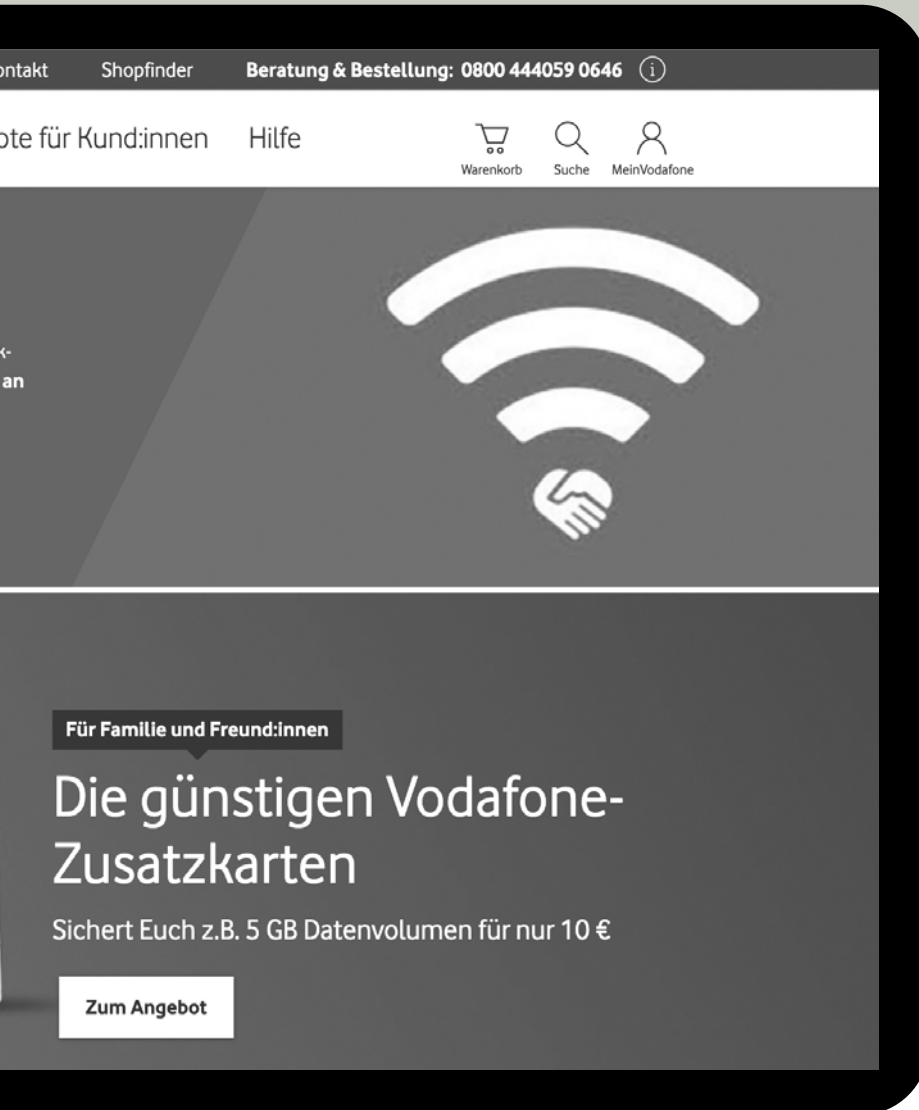
The matelso solution

matelso placed a prominent, clickable Call-to-Action (central service number) on the customer's website, minimizing the barrier to calling. Regionality, trust and personal advice are addressed with a local matelso call number from the respective area code. The result: All calls are in the analysis and available for the Google algorithm. All parties involved receive a monthly report.



Key figures of the use case Promedica Plus 24

- 50% share of phone conversions on company side
- 70% share of phone conversions on franchisee side
- 30% reduced Cost-per-Lead
- 40% lower wastage



Initial situation

Vodafone is one of the leading communications service providers in Germany. More than 50 million SIM cards operate on the Vodafone network, connecting people and machines.

Challenge

Vodafone successfully uses e-commerce strategies with a clear customer journey. All customer and interaction data is analyzed and stored in the CRM – all except calls. This is precisely why users who abandon the online process and complete their purchase on the phone are a problem – they mistakenly end up as bounces in the connected systems. Vodafone needs a solution for this.

The matelso solution

Dynamic Call Tracking links every call on the website to the associated visitor. The data is pushed into the system even before the call is accepted, enabling the most suitable employee to be selected based on the previous customer journey. This is how Vodafone fully exploits the potential of the voice channel – because Voice Matters!

Initial situation

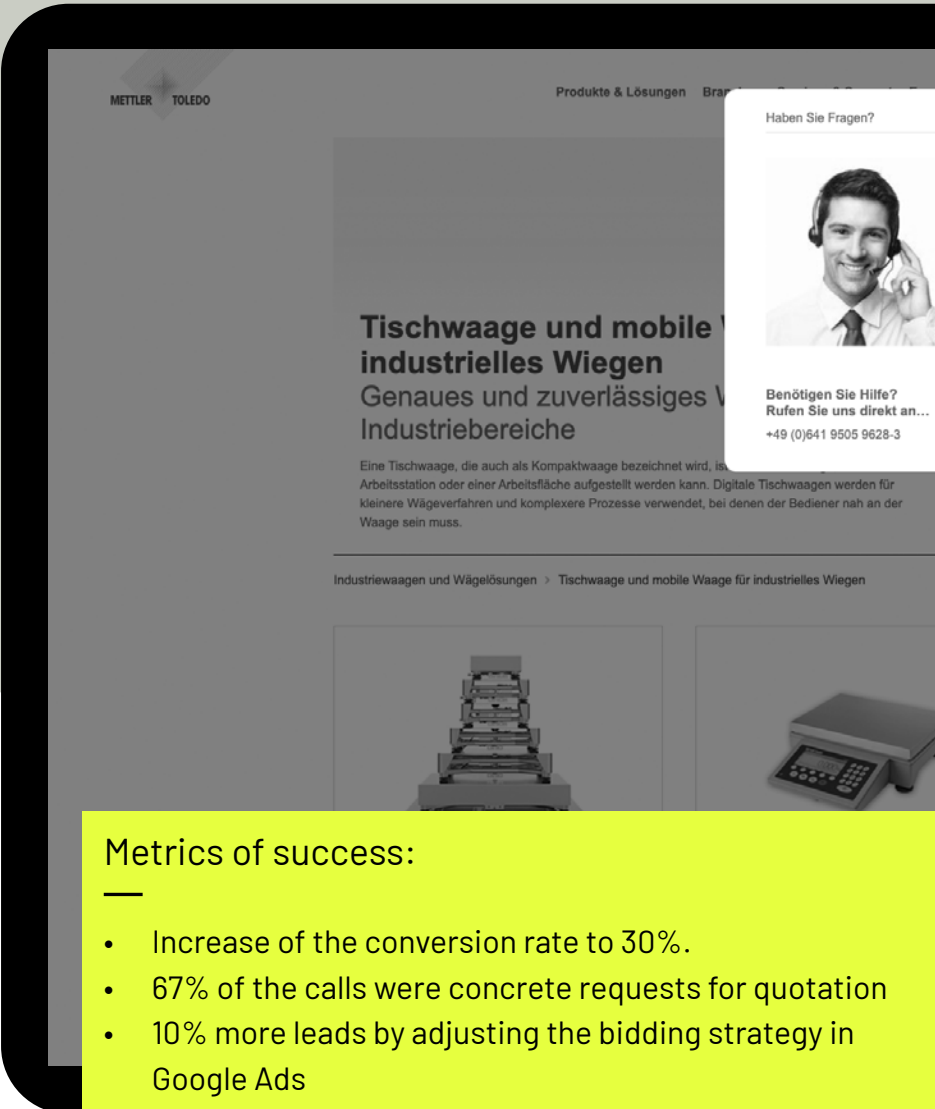
The holding with headquarters in Columbus, Ohio, and operational European headquarters in Greifensee (CH) specializes in precision scales for professional use. Mettler Toledo is the largest manufacturer of weighing systems globally and is encountered by almost everyone in everyday life – at the latest in the supermarket or at the airport.

Challenge

Mettler Toledo launched its new website with an extensive online campaign. With sobering results: only 1.1% of users made an inquiry via the site. The cost-performance ratio was unrealistically low, so the online budget was reduced. Interestingly, offline a sales growth was recorded.

The matelso solution

With call visibility and an unobtrusive Call-to-Action, a 1:25 ratio was established between contact forms and calls – in favor of calls, of course.



Tischwaage und mobile industrielles Wiegen
Genaueres und zuverlässiges Wiegen in Industriebereichen

Eine Tischwaage, die auch als Kompaktwaage bezeichnet wird, ist eine Arbeitsstation oder einer Arbeitsfläche aufgestellt werden kann. Digitale Tischwaagen werden für kleinere Wägetechniken und komplexere Prozesse verwendet, bei denen der Bediener nah an der Waage sein muss.

Industriewaagen und Wägelösungen > Tischwaage und mobile Waage für industrielles Wiegen

Metrics of success:

- Increase of the conversion rate to 30%.
- 67% of the calls were concrete requests for quotation
- 10% more leads by adjusting the bidding strategy in Google Ads

01

Call Tracking provides marketers with cross-channel performance reports of on- and offline advertising efforts – including missed calls as well as online tracking information such as visited URLs.

02

Call Tracking enables the assignment of calls to specific channels, campaigns, keywords, and conversion values, thus ensuring greater transparency.

03

All generated data is available in the matelso Control Panel and can be integrated into important marketing tools such as Google Analytics, Google Ads or CRM.

04

matelso Call Tracking modules do not require any changes to the telephone system or IT infrastructure and can be easily integrated via a Tag Manager.

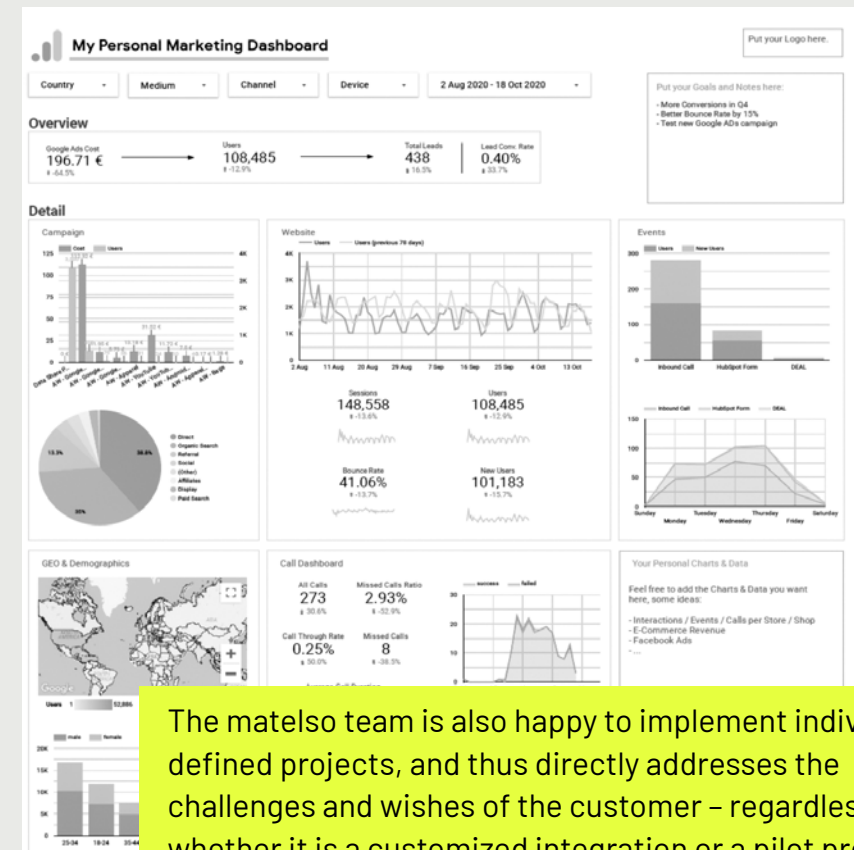
Google Analytics, Google Ads, mail reports, call logs – these are all data sources that are supposed to make marketers' lives easier. But is it really getting easier? Can they really measure their marketing results better, more efficiently and more clearly?

For marketers, our dashboard is fully operational within minutes – at no additional cost and without much prior technical knowledge.

The solution: The matelso dashboard

The following points are visualized at first glance:

1. Overview of marketing spendings and generated leads
2. Easy access for all team members and stakeholders as well as regular e-mail reports
3. Proof of contacts and actual call acceptances
4. Tracking of website KPIs
5. Comparison to previous advertising phase to better evaluate and optimize campaigns



The matelso team is also happy to implement individually defined projects, and thus directly addresses the challenges and wishes of the customer – regardless of whether it is a customized integration or a pilot project.

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Over 15 years of
success in the
MarTech market

10k +

Websites
use our
Call Tracking

500

Over 500
customers

matelso GmbH is one of the leading providers of MarTech solutions and platforms for communication based lead management, Call Tracking, online and digital marketing and Digital Customer Experience. For more than 15 years, the 40-strong team based in Kaiserslautern, Germany, has been setting innovative trends and helping its customers optimize their marketing campaigns and spendings.

In addition, matelso empowers companies to set up more efficient and better sales, customer care, decision-making and communication base lead management processes – using turnkey and cloud-based technology. Everything can be seamlessly integrated with third-party systems such as CRM or analytics tools. This is a real win-win situation that is trusted by well-known companies and brands such as the Autoscout24 and Immoscout24 portals, the agency moccamedia, the electronics retailer Euronics, the car manufacturer Nissan, and telecommunications companies such as Vodafone and Telefonica.

You can find more information about matelso here: www.matelso.com





Are you interested in learning more about matelso Call Tracking?

Then book your personal Deep Dive here:



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