

# WEBSITE CALLS BASIC & OPTIMIZE



## WEBSITE CALLS **BASIC**

Allows you to see how callers are coming in from your top five referring sources as well as any campaigns tagged with UTM or other tracking variables.

### **HOW IT WORKS**

- A caller reaches your landing page via any referral site.
- The number displayed on your site will rotate to a tracking number provided by Car Wars based on the source of the call.
- If the customer visits your site via a URL with UTM or other tracking variables, session information such as Source, Medium and Campaign will be associated to the call.
- All Refer Site, Refer Source and UTM data will be gathered based on the clickthrough URL to your landing page.



## WEBSITE CALLS **OPTIMIZE**

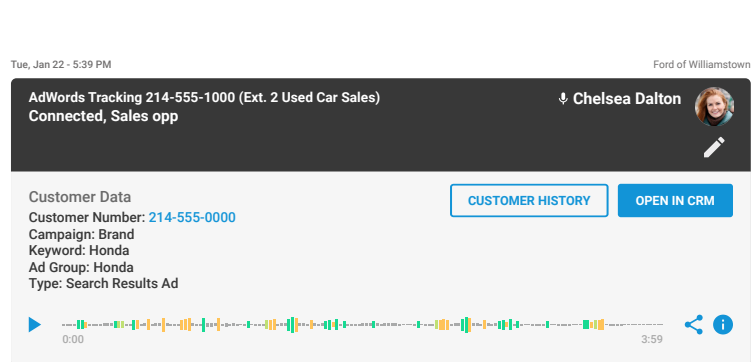
Includes everything from Website Calls Basic, plus added integration with Google Ads. Website Calls Optimize provides insight into how call conversions are coming in from a Google Ad, as well as exactly what campaign or keywords drove them.

### **HOW IT WORKS**

A caller has two options when they call in from a paid search ad: from an ad or from a landing page.

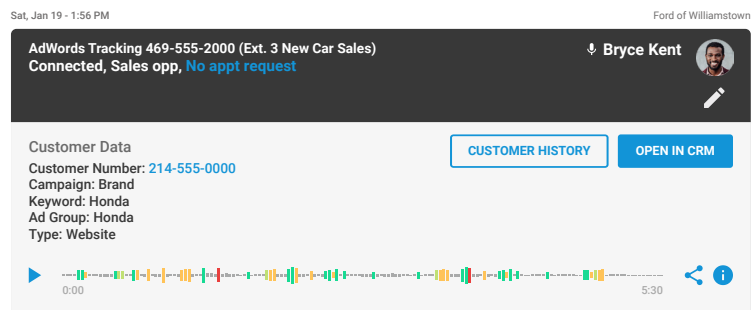
## FROM AD

- A caller clicks on a number displayed directly in the search ad.
- The number displayed in the ad is a tracking line provided by Car Wars.
- These calls and their data can be found in the Car Wars platform through the Website Calls Reporting Pod and within individual calls.



## FROM LANDING PAGE

- A caller clicks through the ad and places a call from the landing page.
- The number displayed on the landing page is a Google tracking line that rotates using a Google script on the page. This line will ring to the call extension setup in the client's Google Ads account. The call extension is a tracking line provided by Car Wars.
- These calls and their data can be found in our platform through the Website Calls Reporting Pod and within individual calls.



Rotating numbers allow Car Wars to attribute exact session data to a call conversion, providing insight into how organic and paid campaigns are really performing.

Campaign, Ad Group and Keyword level data will be displayed in Google Ads reporting as available allowing unprecedented insight into the outcomes of paid ads. In reporting, the Tracking Line will be the Google Ads Tracking Line designated by Car Wars.

**NEED HELP SETTING UP WEBSITE CALLS OPTIMIZE AT YOUR DEALERSHIP?**

Contact support at 214-446-7867.