

WEBSITE CALLS

WEBSITE CALLS OPTIMIZE FEATURES

Our proprietary product, Website Calls, tracks website call conversions beyond call counts and call recordings. Website Calls has the ability to identify the real business opportunity calls resulting in booked appointments from those that did not.

If the call conversion came from an AdWords ad, we can tell you exactly which campaign and even the associated keywords that drove the call.

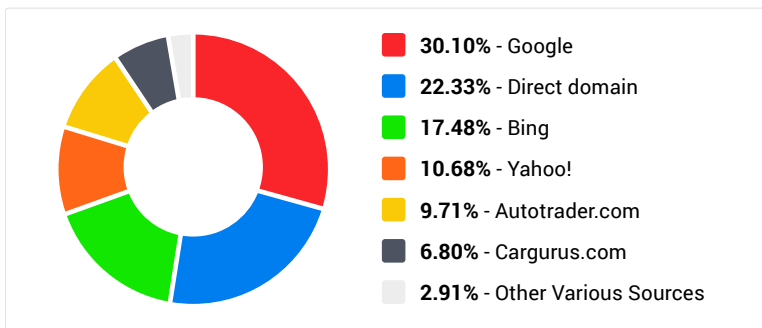


TOP REFERRING SOURCES

Website calls displays live updates of call conversions coming from direct traffic and top 5 referring sources.

Top Referring Sources

[Download spreadsheet with UTM data](#)



Calls driven by each referring source are displayed along with a breakdown of the number of calls that were real sales opportunities that resulted in booked appointments.

Calls By Referring Source

Source ▼	Calls ▼	Sales Opportunities ▼	Booked Appointments ▼
Google	31	19	6
Direct domain	23	15	5
Bing	18	5	2
Yahoo!	11	5	1
Autotrader.com	10	7	3
Cargurus.com	7	3	2
Other Various Sources	3	2	1



TRACKING TAGS

Append tracking tags in the form of UTMs to all of your online advertising and Website Calls will capture and categorize them into an easy-to-read downloadable file.



MOBILE CLICK TO CALL

Google found that over 1/3 of auto research is done on a mobile device and 1 in 3 will call or locate a dealer on mobile.* Website Calls integrates with Google AdWords allowing you to see the campaigns and ad groups that drove those mobile calls.



KEYWORD-LEVEL

Drill down to the sets of keywords that drove both website calls and mobile click to calls within AdWords. Access in-depth call details through Website Calls' platform to understand what happened on the customer journey.

Campaign / Ad Group Breakdown

<input checked="" type="checkbox"/> Campaigns <input type="checkbox"/> Ad Groups				
	Campaign ▼	Calls ▼	Sales Opportunities ▼	Booked Appointments ▼
▼	Dealership	67	23	12
	Toyota Dealer	45	15	9
	Toyota Dealership	22	8	5



INTEGRATION AND OPEN API

Already using a third-party bid management platform, CRM, or working with an agency? Send Website Calls data to them through our custom integrations:

- Kenshoo
- ELEAD1ONE
- DealerSocket
- VinSolutions
- Dealertrack
- Marin Software
- Acquisio
- SearchForce
- DoubleClick

*Google 2015 Automotive Path to Purchase Study