

Infinity Tracking Overview



Closing the loop
across **all** your marketing channels

CALL TRACKING
WEBSITE TRACKING
CROSS CHANNEL TRACKING

Who are Infinity Tracking?

- Infinity is a cloud based analytics solution with advanced call tracking capabilities integrated into the heart of the system
- A call tracking solution that can track all your online and offline marketing channels in one place
- Detailed online call tracking down to keyword level
- Cross channel tracking and attribution
- Detailed reporting
- CRM integration capability
- Flexible cloud based virtual phone system (Cloud PBX)

What can Infinity track?

- All online marketing channels
PPC, SEO, direct, social media, affiliates, site referrers, email
- All offline advertising
Press, TV, billboards, direct mail







Infinity Features

- Google Analytics & Adwords Integration
- Network Data (Cost, clicks, impressions etc)
- Call Recording
- Offline Call Tracking
- Missed Call Email Alerts
- Announce Marketing Channel
- Operator Call Rating & Sales Data Capture
- Configurable Sales Capture Scripts
- Site Segmentation
- Attribution Modelling
- CRM Integration
- Reporting API
- Custom IVR
- Regional Level Reporting
- Billing Reports
- Call Diverting to Central Call Team

Infinity Tracking

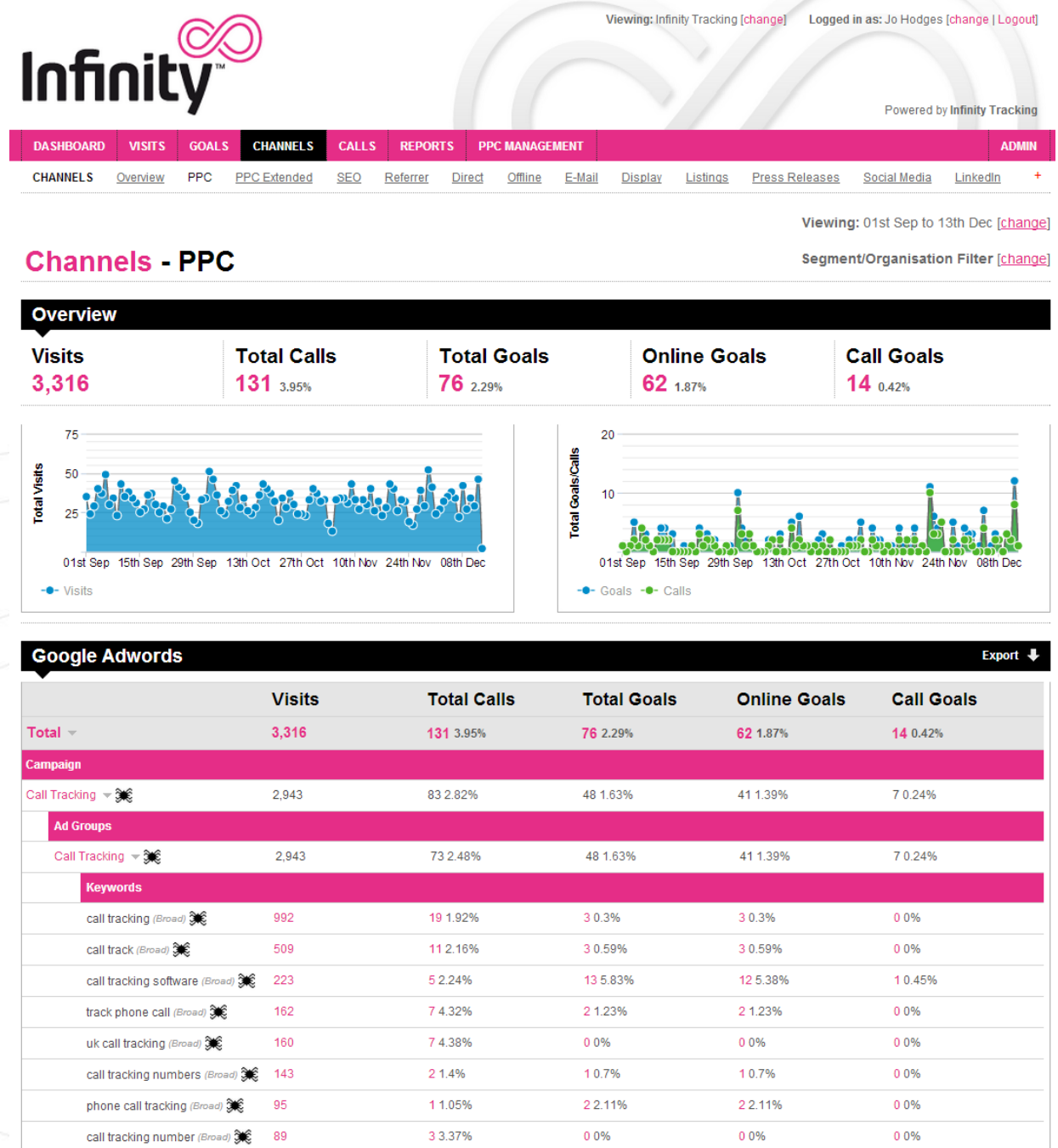
Click to conversion path

- Tracks all visitors interactions
- Can track the click to conversion path
- Track across multiple channels
- Call recordings available at visitor level

Visitor Activity Trace				Export
Action	Date	Duration	Information	
Call End	20th Mar 2013 16:22:45		Number: 01924 950 156 Dialed: 0844 488 0037 Destination: infinity_sales@jellyfish.infinity-tracking.com http://www.infinity-tracking.com/call-tracking-uk/faq/ Reference: 4394 Value: 0.00 DGRP: Infinity Attribution: <u>First</u> 100% attributed on 13th Mar 14:59 to PPC, call tracking <u>Last</u> 100% attributed on 20th Mar 16:19 to Direct expand	
 Exit Page	20th Mar 2013 16:20:57	...	Title: Infinity Tracking - FAQ http://www.infinity-tracking.com/call-tracking-uk/faq/	
 Call Lead	20th Mar 2013 16:20:52	Call: 1m 52s Ring: 1s	Number: 01924 950 156 Dialed: 0844 488 0037 Destination: infinity_sales@jellyfish.infinity-tracking.com Title: new lead http://www.infinity-tracking.com/call-tracking-uk/big-difference/ Goal Title: Call Lead Reference: 4394 Value: 0.00 DGRP: Infinity Download Call Attribution: <u>First</u> £300.00 attributed on 13th Mar 14:59 to PPC, call tracking <u>Last</u> £300.00 attributed on 20th Mar 16:19 to Direct expand	
Call Start	20th Mar 2013 16:20:52		Number: 01924 950 156 Dialed: 0844 488 0037 Destination: ext:ict-ext-igrp_1-main http://www.infinity-tracking.com/call-tracking-uk/big-difference/ Reference: 4394 Value: 0.00 DGRP: Infinity Attribution: <u>First</u> 100% attributed on 13th Mar 14:59 to PPC, call tracking <u>Last</u> 100% attributed on 20th Mar 16:19 to Direct expand	
Page View	20th Mar 2013 16:19:16	1m 36s	Title: Infinity Tracking - Big Difference http://www.infinity-tracking.com/call-tracking-uk/big-difference/	
 Landing Page	20th Mar 2013 16:19:01	15s	Title: Infinity Tracking - Pricing http://www.infinity-tracking.com/call-tracking-uk/call-tracking-pricing/ Direct	
7 Days between actions				
 Exit Page	13th Mar 2013 15:04:38	...	Title: Infinity Tracking - Pricing http://www.infinity-tracking.com/call-tracking-uk/call-tracking-pricing/	
Page View	13th Mar 2013 15:03:11	1m 27s	Title: Infinity Tracking - Pricing http://www.infinity-tracking.com/call-tracking-uk/call-tracking-pricing/	
 Landing Page	13th Mar 2013 14:59:18	3m 53s	Title: Infinity Tracking - The UK most advanced Call Tracking service. infinity-tracking.com/call-tracking-uk...king~b&gclid=CPfknrP6-bUCFUTItAodRX4A3Q PPC Google Term "advertising call response tracking" Campaign "Call Tracking" Adgroup: "Call Tracking" Keyword "call tracking" Match Type: "Broad" AdRef: "25375067021"	

PPC Report

- Tracks all calls by:
 - Network
 - Campaign
 - Ad Group
 - Keyword level
- In context with online goals



PPC Analysis

- PPC Analysis is a powerful report which pulls the data from the networks and combines this with the data tracked by Infinity to deliver a breakdown of the following at campaign, ad group and keyword level:
 - Conversions (online or offline)
 - Cost
 - ROAS
- Different columns can also be selected to reflect how users want to view the data, including:
 - Gross Margin
 - Average Position

Overview

Impressions
34,478

Clicks (ctr)
1,021 2.96%

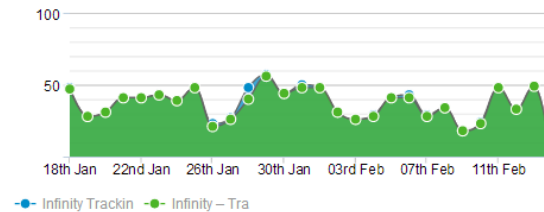
Cost (cpc)
£2,135.95 £2.09

NC Goals (ctg, cpg)
12 1% £177.4

ROAS (roas%, vpc)
£1,600.00 74.9% £1.57

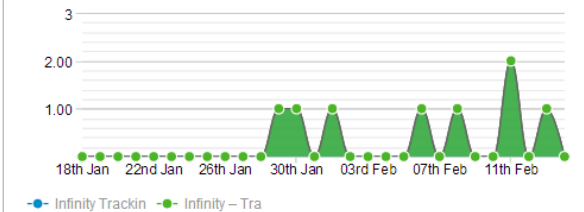
Clicks

Settings ⚙



Conversions

Settings ⚙



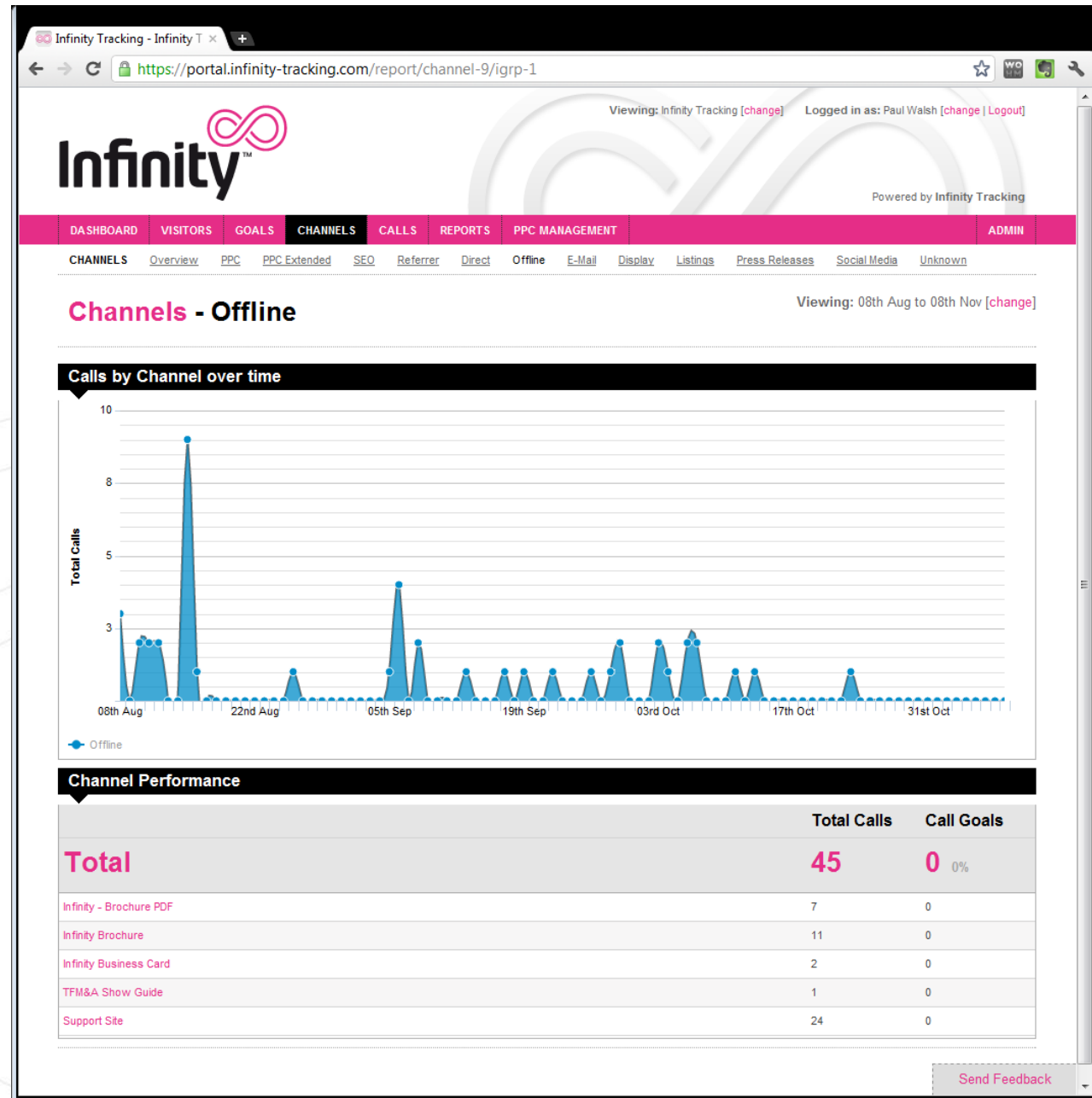
Google Adwords - Infinity – Tracking

Export ↓

	Impressions	Clicks (ctr)	Cost (cpc)	Conversions (cto, cpa)	ROAS (roas%, vpc)
Total	33,545	1,001 3%	£2,104.41 £2.10	8 0.8% £263.05	£1,600.00 76% £1.60
Campaign					
Call Tracking	30,811	849 2.8%	£1,850.44 £2.18	5 0.6% £370.09	£1,100.00 59.5% £1.30
Ad Groups					
Call Tracking	30,811	849 2.8%	£1,850.44 £2.18	5 0.6% £370.09	£1,100.00 59.5% £1.30
Keywords					
call track <i>Broad</i>	9,546	204 2.1%	£194.18 £0.95	0 0% £0.00	£0.00 0% £0.00
Call Tracking <i>Broad</i>	7,422	170 2.3%	£364.48 £2.14	2 1.2% £182.24	£600.00 164.6% £3.53
track phone call <i>Broad</i>	2,330	119 5.1%	£104.29 £0.88	0 0% £0.00	£0.00 0% £0.00
call tracking software <i>Broad</i>	2,007	65 3.2%	£362.96 £5.58	1 1.5% £362.96	£100.00 27.6% £1.54
uk call tracking <i>Broad</i>	1,002	47 4.7%	£58.34 £1.24	0 0% £0.00	£0.00 0% £0.00
phone call tracking <i>Broad</i>	490	30 6.1%	£35.17 £1.17	0 0% £0.00	£0.00 0% £0.00
track phone calls <i>Broad</i>	374	28 7.5%	£25.47 £0.91	0 0% £0.00	£0.00 0% £0.00
Call Tracking <i>Phrase</i>	608	27 4.4%	£227.45 £8.42	1 3.7% £227.45	£100.00 44% £3.70

Offline call tracking

- Tracking phone calls from offline advertising
- Overview per channel
Press, TV, billboards, direct mail



New offline numbers

- A new number for offline advertising can be generated in the portal

- Instant Setup

The screenshot shows a web browser window with the URL <https://portal.infinity-tracking.com/config/numbers/order>. The page header includes the Infinity Tracking logo, a navigation menu with links like DASHBOARD, VISITORS, GOALS, CHANNELS, CALLS, REPORTS, PPC MANAGEMENT, and ADMIN. The user is logged in as Paul Walsh. The main content area is titled 'Order Fixed Tracking Numbers' and contains a form with the following fields: 'Type of number' (a dropdown menu currently showing 'Please select'), 'Channel' (a dropdown menu showing 'Press Releases'), 'Description' (a text box containing 'Birthday PR'), and 'Destination number' (a text box containing '01737400500'). Below the form, there is a 'Submit Order' button. The page also includes a 'Send Feedback' button in the bottom right corner and a 'Build: 1.2.88' footer.

Infinity Tracking - Infinity T x

← → ↻ 🔒 <https://portal.infinity-tracking.com/config/numbers/order> ☆ 📄 📧 ⚙️

Viewing: Infinity Tracking [change] Logged in as: Paul Walsh [change] [Logout]

Infinity™

Powered by Infinity Tracking

DASHBOARD VISITORS GOALS CHANNELS CALLS REPORTS PPC MANAGEMENT ADMIN

ADMIN User Documentation JavaScript Config Number Types Config Order Fixed Number Admin Site

Order Fixed Tracking Numbers

If you would like to order a fixed tracking number for use in an advert or email for example, then please complete the order form below and we will provision your number within 24 hours; geographical numbers can take up to seven days to order depending on availability. You can order as many as you need but a minimum fair usage policy applies*

Type of number

Channel

Description

Destination number

Call charges may apply depending on the type of tracking number and destination number used.
For more information please see our latest Infinity [Call Tariffs sheet](#)

* Fair Usage Policy for Fixed Tracking Numbers is based on receiving at minimum of 5 calls per number per month. If the minimum number of calls is not made on a Fixed Tracking Number then the minimum charge of 5 calls will be applied based on your standard cost per call rate. For example 5 calls x 12 pence per call = 60 pence, excluding VAT.

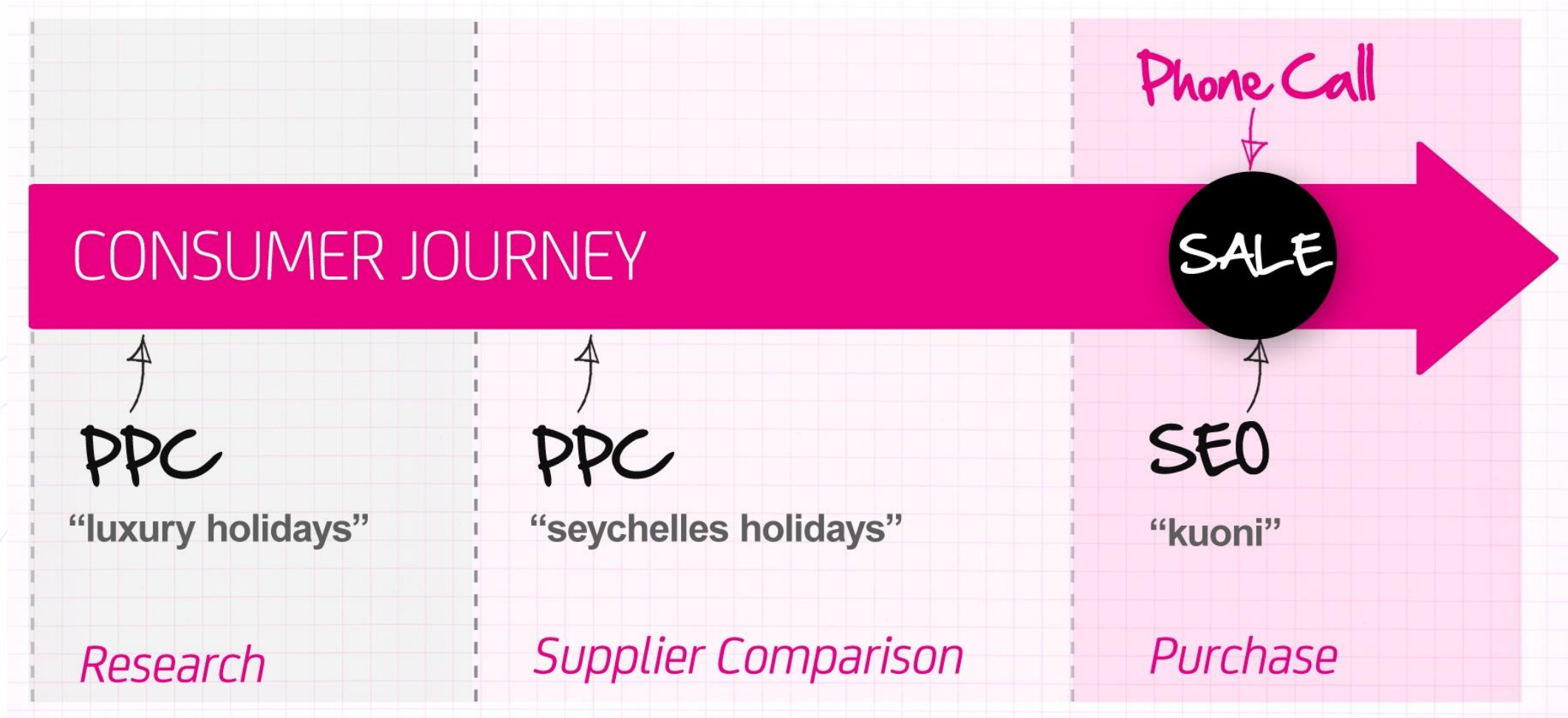
** Conservation numbers are numbers that OfCom (The UK governing body) have marked as limited supply. New applications for these numbers will often be refused or in some cases where a small amount can be allocated, they will ask us to provide justification.

If you need any help then please email support@infinity-tracking.com: or call us on 01737 400 555 (Mon to Fri 9 to 5 UK)

Build: 1.2.88

Cross Channel Tracking & Attribution

- Conversions are rarely caused by a single piece of marketing
- Often the last visit before a sale takes place is a search on a brand term or a direct visit
- Reward the 'hero' keywords that introduce a brand
- Optimise your keyword strategy and out bid your competitors



Journey between online/offline sales (CRM integration)

- Standard framework to make CRM integration a simple process
- Manual
 - can be as simple as adding a call ref field to your CRM then manually getting the operator to enter it of the caller ID
- Automatic
 - using CTI, screen pop the CRM with Caller ID
- Real time API or Batch uploading via API or traditional CSV and FTP.