Infinity Tracking Overview

Infinity™

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

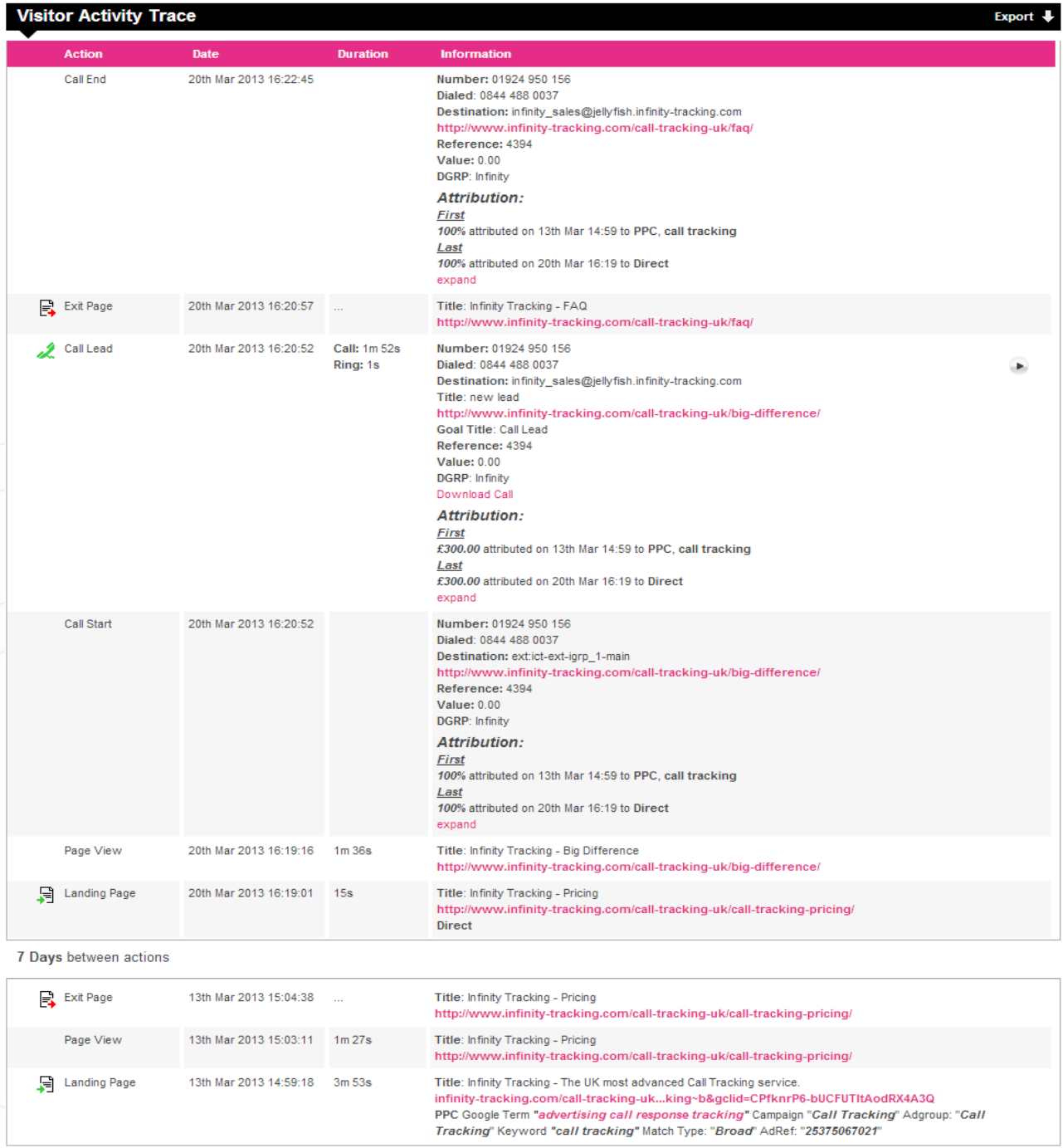
Infinity Features

- 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:*** ***First*** ***100%*** attributed on 13th Mar 14:59 to **PPC, call tracking** ***Last*** ***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:*** ***First*** ***£300.00*** attributed on 13th Mar 14:59 to **PPC, call tracking** ***Last*** ***£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:*** ***First*** ***100%*** attributed on 13th Mar 14:59 to **PPC, call tracking** ***Last*** ***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**

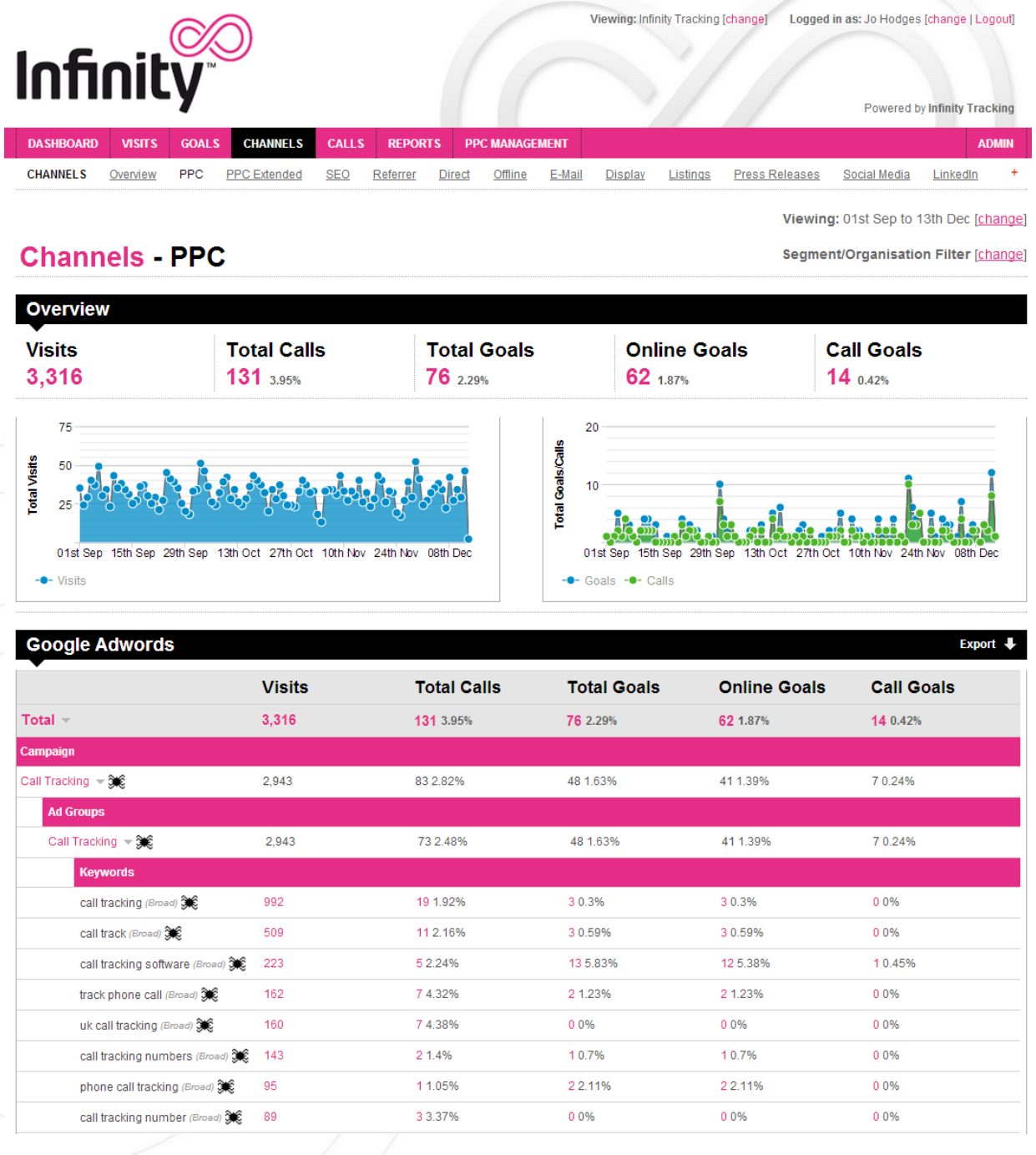
7 Days between actions

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***"

Infinity Tracking

PPC Report

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

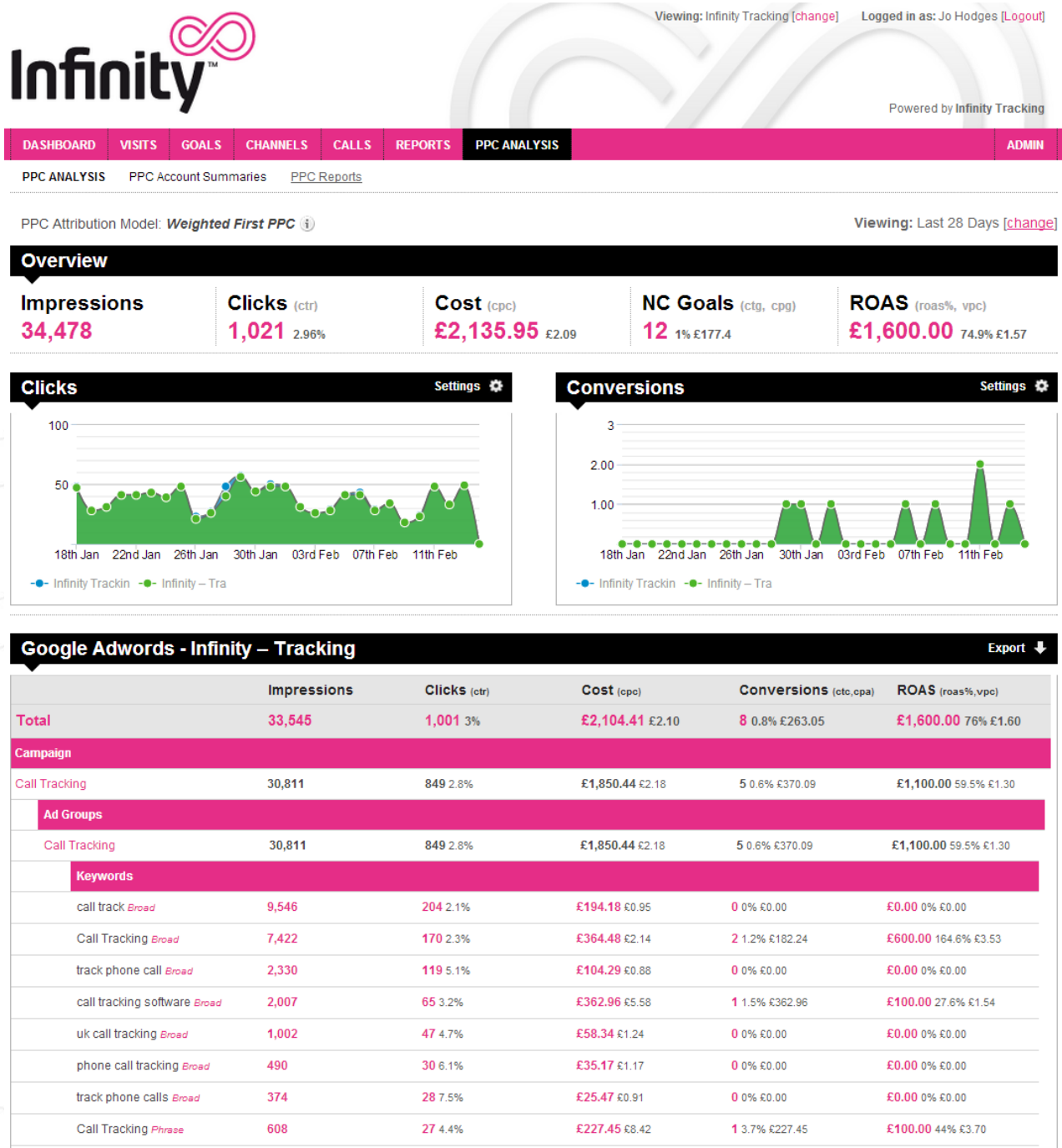


	Visits	Total Calls	Total Goals	Online Goals	Call Goals
Total	3,316	131 3.95%	76 2.29%	62 1.87%	14 0.42%
Campaign					
Call Tracking	2,943	83 2.82%	48 1.63%	41 1.39%	7 0.24%
Ad Groups					
Call Tracking	2,943	73 2.48%	48 1.63%	41 1.39%	7 0.24%
Keywords					
call tracking (Broad)	992	19 1.92%	3 0.3%	3 0.3%	0 0%
call track (Broad)	509	11 2.16%	3 0.59%	3 0.59%	0 0%
call tracking software (Broad)	223	5 2.24%	13 5.83%	12 5.38%	1 0.45%
track phone call (Broad)	162	7 4.32%	2 1.23%	2 1.23%	0 0%
uk call tracking (Broad)	160	7 4.38%	0 0%	0 0%	0 0%
call tracking numbers (Broad)	143	2 1.4%	1 0.7%	1 0.7%	0 0%
phone call tracking (Broad)	95	1 1.05%	2 2.11%	2 2.11%	0 0%
call tracking number (Broad)	89	3 3.37%	0 0%	0 0%	0 0%

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



	Impressions	Clicks (ctr)	Cost (cpc)	Conversions (ctc,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 *Broad*	9,546	204 2.1%	£194.18 £0.95	0 0% £0.00	£0.00 0% £0.00
Call Tracking *Broad*	7,422	170 2.3%	£364.48 £2.14	2 1.2% £182.24	£600.00 164.6% £3.53
track phone call *Broad*	2,330	119 5.1%	£104.29 £0.88	0 0% £0.00	£0.00 0% £0.00
call tracking software *Broad*	2,007	65 3.2%	£362.96 £5.58	1 1.5% £362.96	£100.00 27.6% £1.54
uk call tracking *Broad*	1,002	47 4.7%	£58.34 £1.24	0 0% £0.00	£0.00 0% £0.00
phone call tracking *Broad*	490	30 6.1%	£35.17 £1.17	0 0% £0.00	£0.00 0% £0.00
track phone calls *Broad*	374	28 7.5%	£25.47 £0.91	0 0% £0.00	£0.00 0% £0.00
Call Tracking *Phrase*	608	27 4.4%	£227.45 £8.42	1 3.7% £227.45	£100.00 44% £3.70

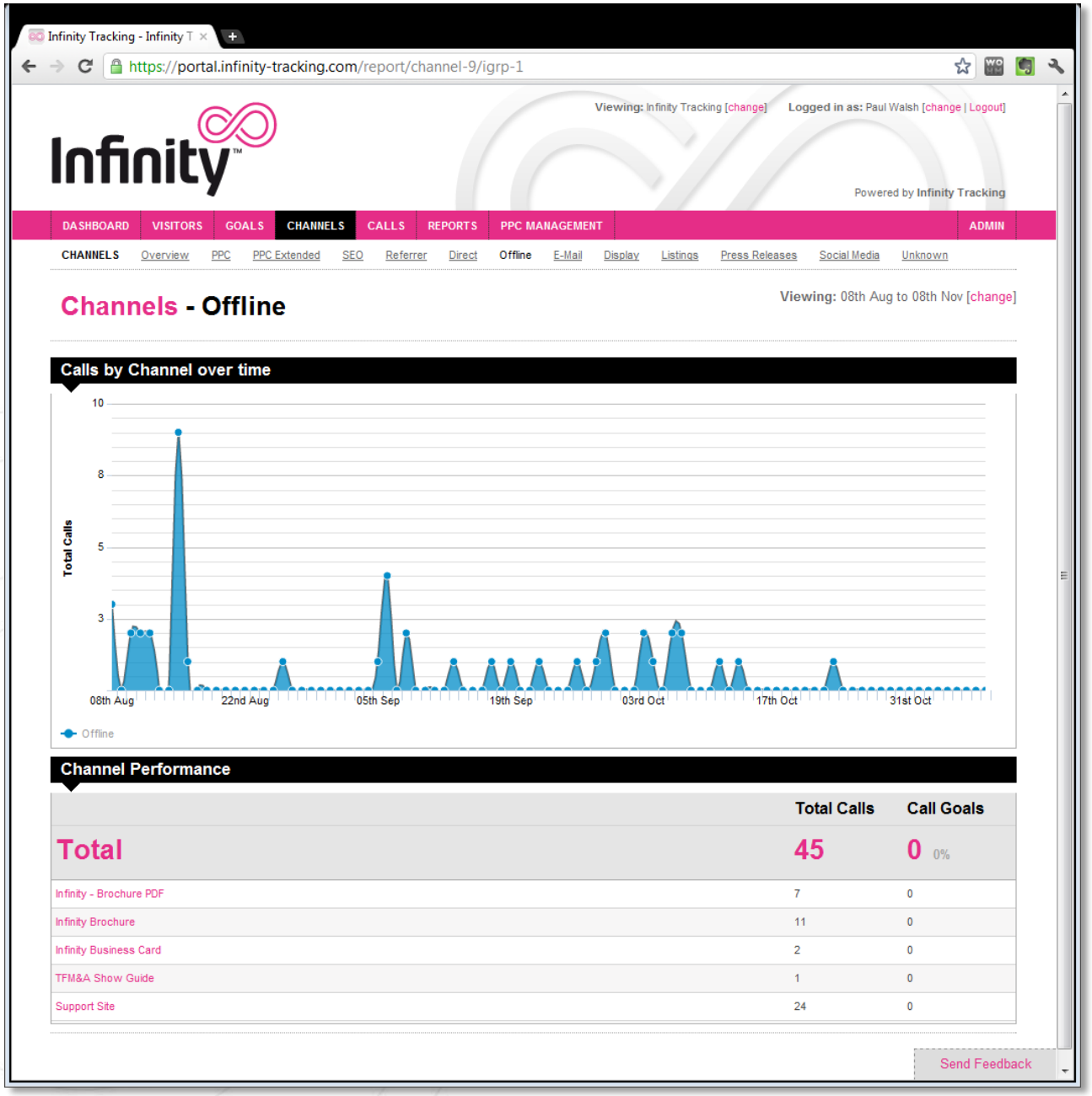
Infinity Tracking

Offline call tracking

- Tracking phone calls from offline advertising

- Overview per channel

  Press, TV, billboards, direct mail



Infinity Tracking

New offline numbers

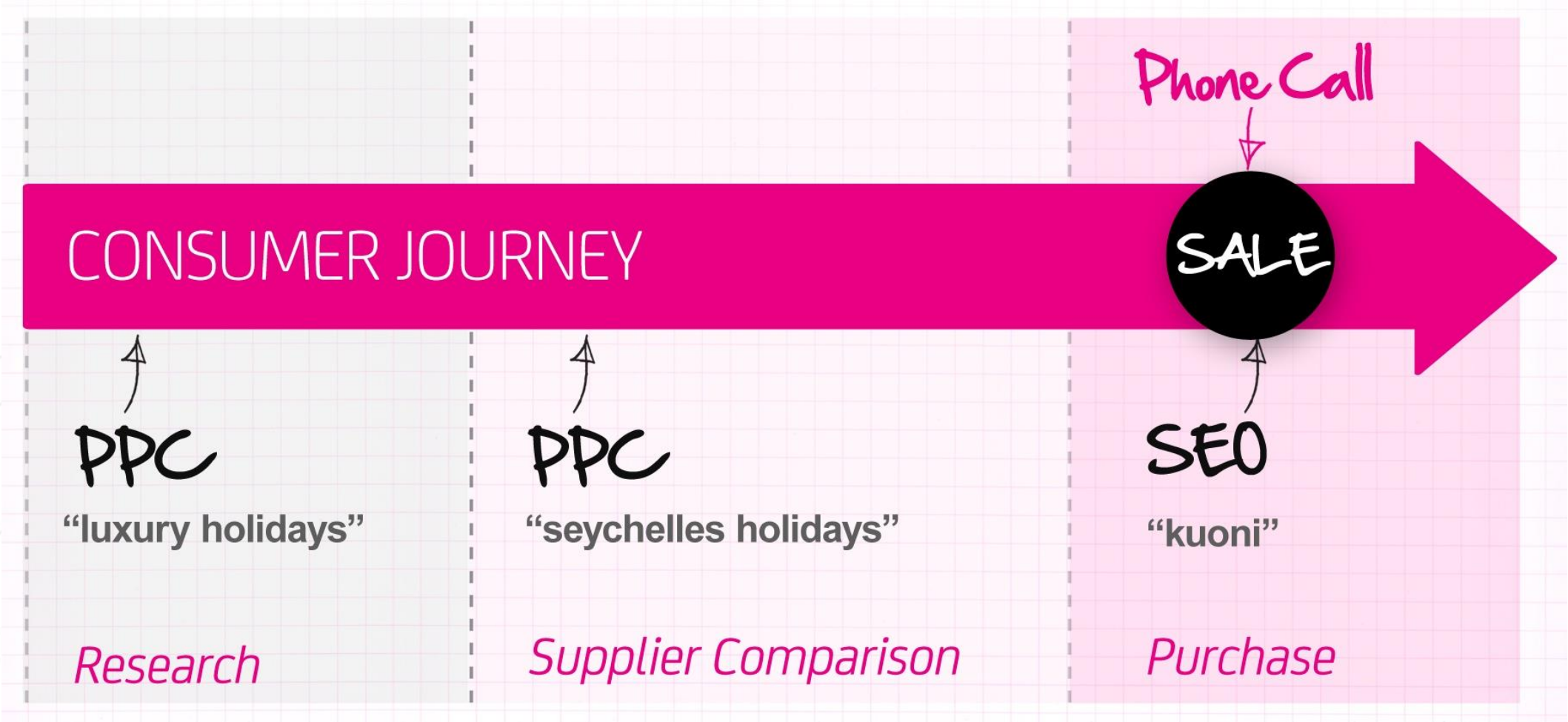
- A new number for offline advertising can be generated in the portal

- Instant Setup

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

Infinity Tracking



Journey between online/offline sales (CRM integration)

- Standard framework to make CRM integration a simple process
- Manual
  - can be a 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.