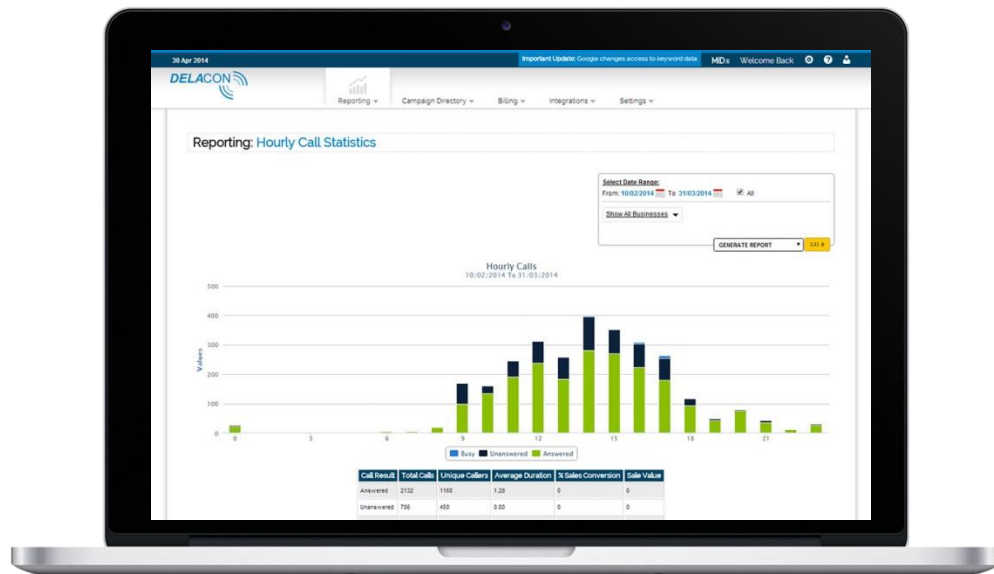




Delacon's Advanced Call Tracking Solution Features



Delacon & Call Tracking



About Delacon



Founded in 1996

Share over 20 years of expertise and experience.

Specialise in telecommunications and cloud-based SaaS technologies.

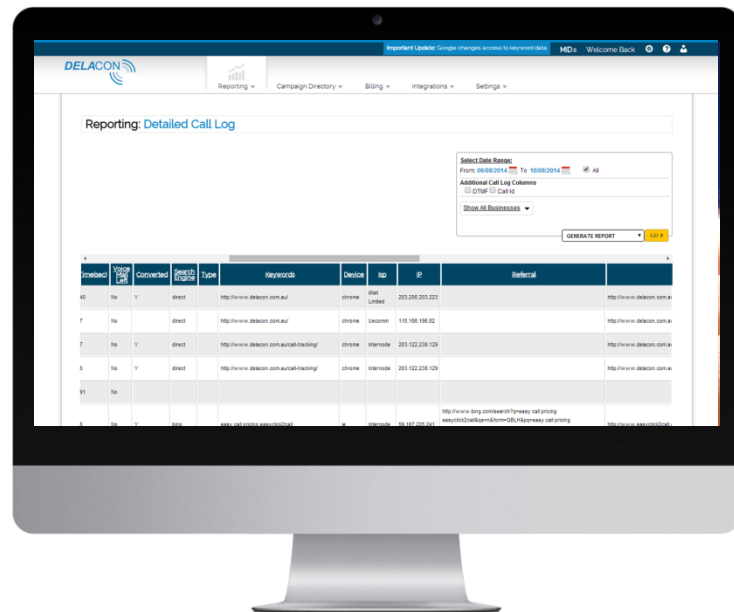
An industry leader in call tracking.

A Google Analytics Certified Partner.

Real people driving world class technology

Benefits of Call Tracking

1. Follow the entire customer journey from online search through to offline call inquiry
2. Match calls to the marketing initiative (both online and offline) that drove the inquiry
3. Identify online marketing channels and search keywords that yield high value phone leads



Benefits of Call Tracking

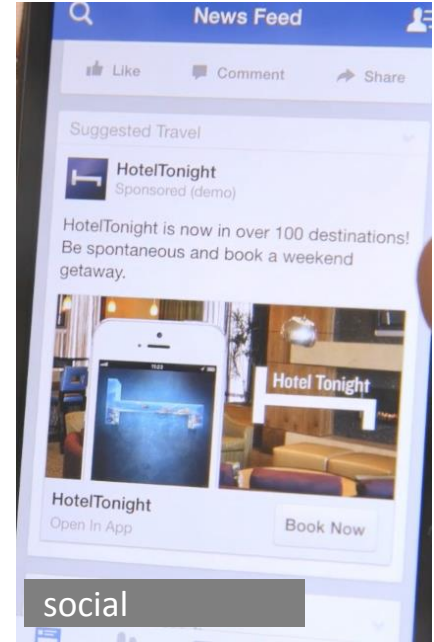
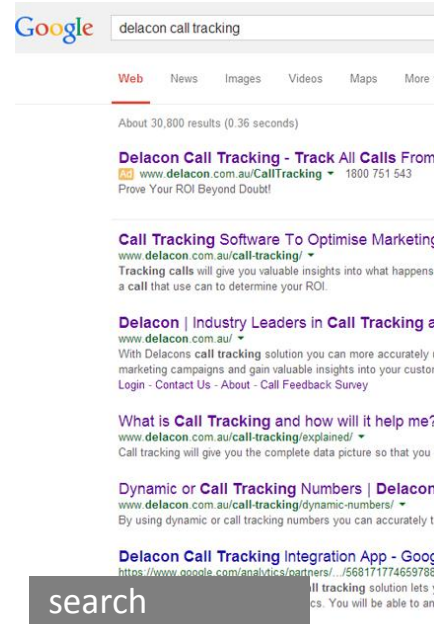
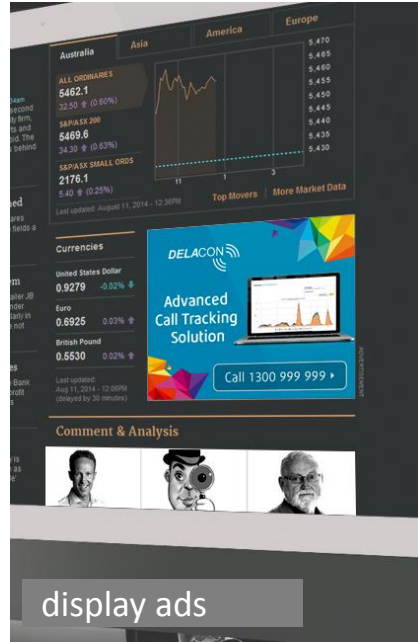
4. Identify online marketing channels and search keywords that yield high value phone sales
5. Confidently optimise marketing campaigns and channels with complete knowledge
6. Confidently route calls from online search to the most appropriate sales team



The Call Tracking Journey



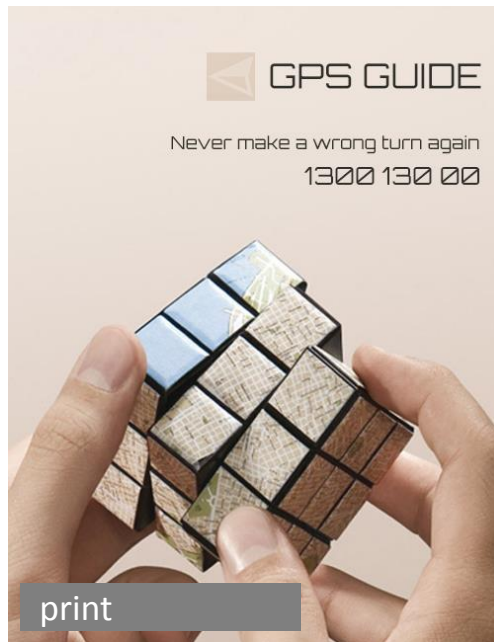
Track all online sources



Track all offline sources



directory



print



outdoor

Delacon's solution

Call tracking JavaScript is added to your website page/header.

For online campaigns, each website visitor is presented a unique telephone number. When they call this number their browsing session information is captured and linked to the call.

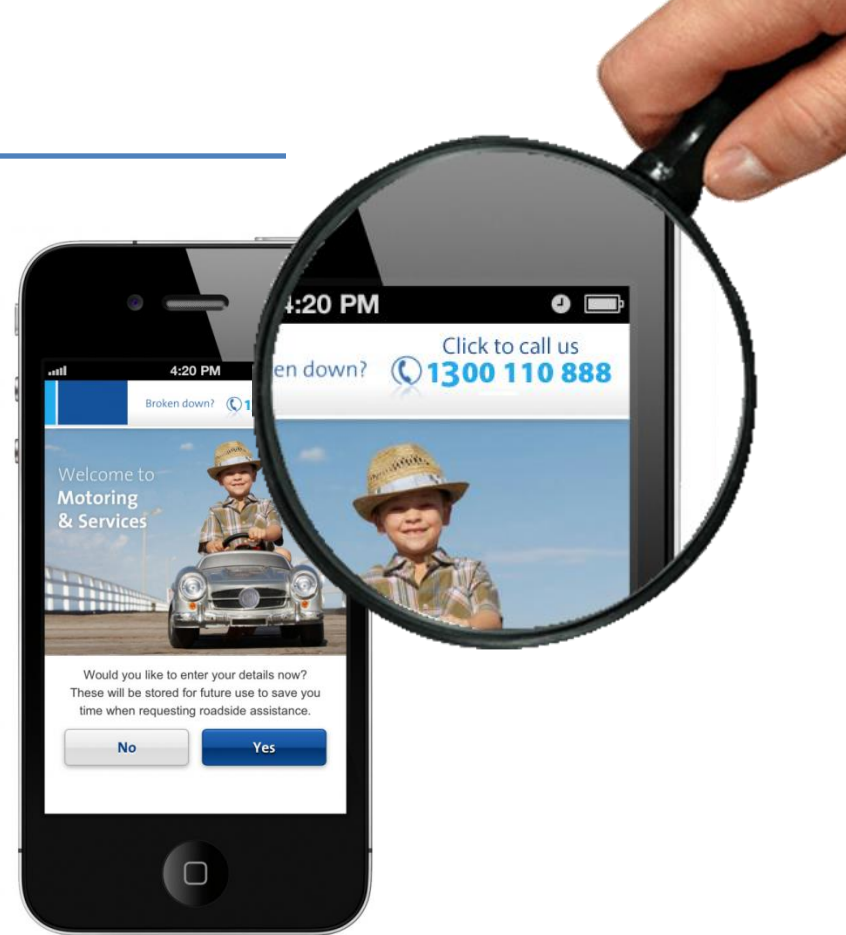


Delacon's solution

For non-online campaigns, each campaign is allocated a specific call tracking number.

Can be used for entire site, specific sources or specific pages.

Works the same on mobile – with Click to Call functionality.



Data Collected

Data

Device Source

Call start and end time

Call Status (connected or not connected)

Call Duration

Search engine



Data Collected

Data

Exchange, City, State

Call Type (Click from Ad, manually dialled)

Voicemail

Keywords Used

All Paid Advertising Calls



Data Collected

Data

Referrer and URL

ISP

IP

Landing Page

Termination number and caller's number



Sophisticated Call Management



Call Tracking



Call Analytics



Call Feedback



Call Notifications



Call Recording



Post Call SMS



Dynamic Numbers



International Numbers



Click to Call



Call Routing

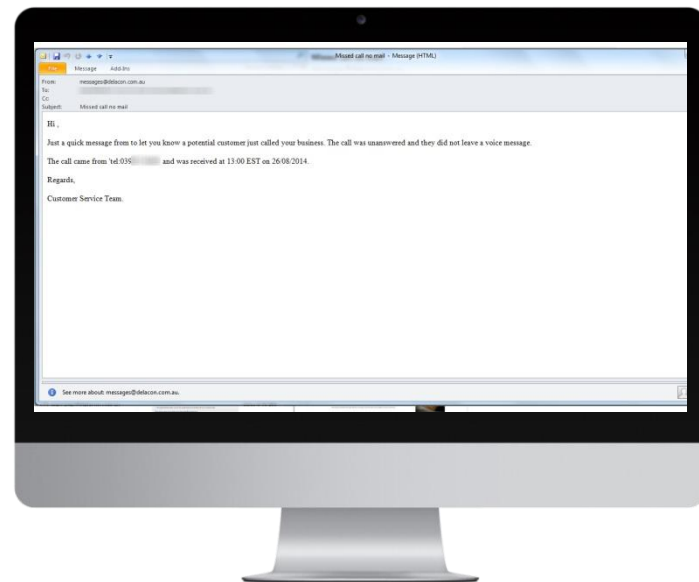


Call Whisper



Call Management Feature - Call Notifications

1. Catch unanswered calls and convert into a sale.
2. Every time a call is made, an automatic email is sent.
3. The email includes the:
 - Caller's phone number (where available)
 - Time and data of call
 - Call outcome
 - Voicemail attachment (if available)
 - Full referrer URL



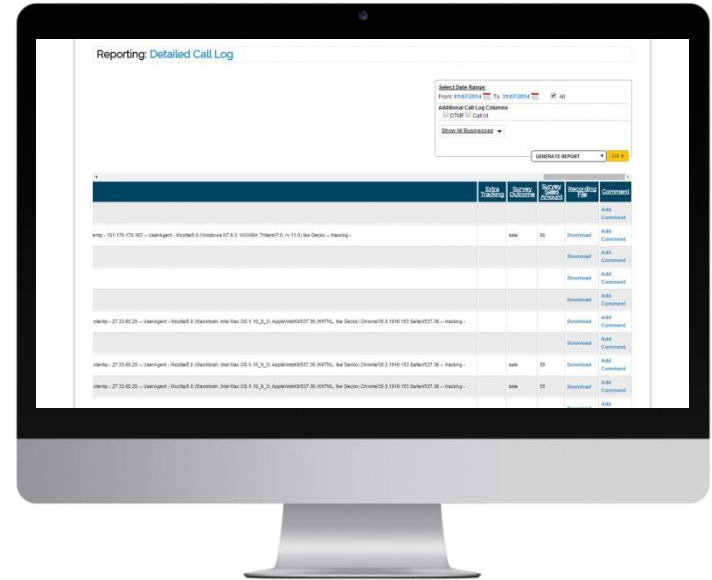
Call Management Feature - Call Whisper

1. A customised pre-call information for the operator
2. Example – “Another lead from Great Website”
3. Reinforces your brand and the ability to drive telephone calls.



Call Management Feature - Call Recording

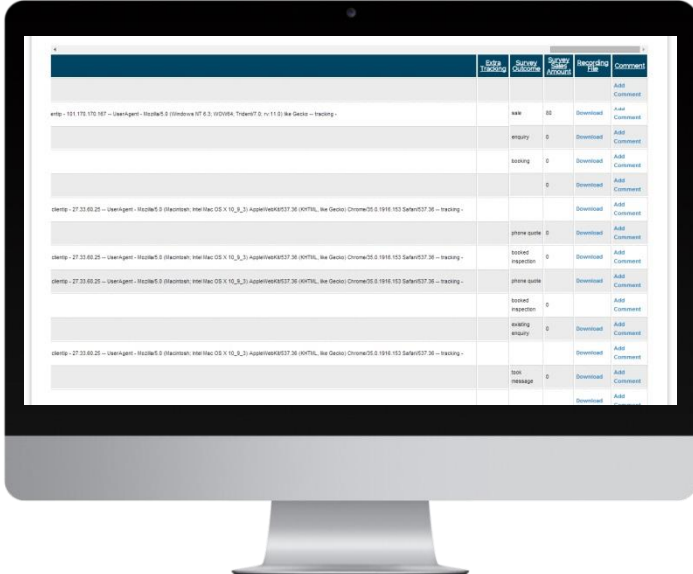
1. Gain better understanding of customer base
2. Improve customer service and sales techniques
3. Recordings available immediately
4. Accessed through Delacon portal or emailed to business contact
5. Call recording link also available in your portal



Call Management Feature – Call Feedback

1. Collect valuable data on the call outcome
2. Custom feedback questions.
3. Example:
 - Press 1 if the call was a sale
 - Press 2 if the call was an enquiry
 - Press 3 if the call was a complaint
4. Analyse data in Delacon's reports and Google

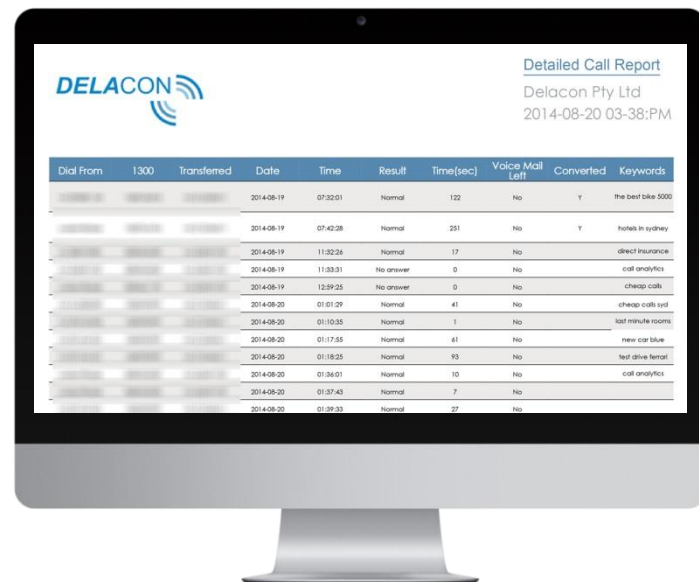
Analytics



	Extra Tracking	Survey Outcome	Survey Answer	Response Time	Comment
					Add Comment
enq - 151 170 187 - UserAgent: Mozilla/5.0 (Windows NT 6.3; WOW64; Trident/7.0; rv:11.0) like Gecko - tracking -	enq	0	Download		Add Comment
	enq	0	Download		Add Comment
	enq	0	Download		Add Comment
		0	Download		Add Comment
clntp - 27.33.02.22 - UserAgent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_8_3; AppleWebKit/537.36;KHTML, like Gecko; Chrome/25.0.1310.103 Safari/537.36 - tracking -			Download		Add Comment
	phone quote	0	Download		Add Comment
clntp - 27.33.02.22 - UserAgent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_8_3; AppleWebKit/537.36;KHTML, like Gecko; Chrome/25.0.1310.103 Safari/537.36 - tracking -	business reception	0	Download		Add Comment
clntp - 27.33.02.22 - UserAgent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_8_3; AppleWebKit/537.36;KHTML, like Gecko; Chrome/25.0.1310.103 Safari/537.36 - tracking -	phone quote		Download		Add Comment
	business reception	0	Download		Add Comment
	enquiry enquiry	0	Download		Add Comment
clntp - 27.33.02.22 - UserAgent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_8_3; AppleWebKit/537.36;KHTML, like Gecko; Chrome/25.0.1310.103 Safari/537.36 - tracking -			Download		Add Comment
	add message	0	Download		Add Comment
			Download		Add

Call Management Feature - Daily Report Email

1. Receive a detailed report of calls handled that day
2. Easy access to all call data
3. Provides great insights into calls



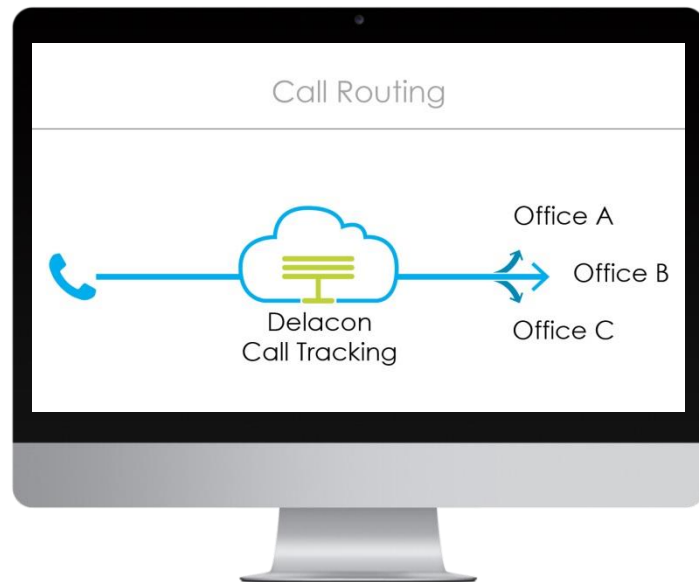
DELACON

Detailed Call Report
Delacon Pty Ltd
2014-08-20 03:38:PM

Dial From	1300	Transferred	Date	Time	Result	Time(sec)	Voice Mail Left	Converted	Keywords
011-111-1111	011-111-1111	011-111-1111	2014-08-19	07:32:01	Normal	122	No	Y	the best bike 5000
011-111-1111	011-111-1111	011-111-1111	2014-08-19	07:42:28	Normal	251	No	Y	hotels in sydney
011-111-1111	011-111-1111	011-111-1111	2014-08-19	11:32:26	Normal	17	No		direct insurance
011-111-1111	011-111-1111	011-111-1111	2014-08-19	11:33:31	No answer	0	No		call analytics
011-111-1111	011-111-1111	011-111-1111	2014-08-19	12:39:25	No answer	0	No		cheap calls
011-111-1111	011-111-1111	011-111-1111	2014-08-20	01:01:29	Normal	41	No		cheap calls and
011-111-1111	011-111-1111	011-111-1111	2014-08-20	01:10:35	Normal	1	No		last minute rooms
011-111-1111	011-111-1111	011-111-1111	2014-08-20	01:17:55	Normal	61	No		new car blue
011-111-1111	011-111-1111	011-111-1111	2014-08-20	01:18:23	Normal	93	No		test drive ferrari
011-111-1111	011-111-1111	011-111-1111	2014-08-20	01:34:01	Normal	10	No		call analytics
011-111-1111	011-111-1111	011-111-1111	2014-08-20	01:37:43	Normal	7	No		
011-111-1111	011-111-1111	011-111-1111	2014-08-20	01:39:33	Normal	57	No		

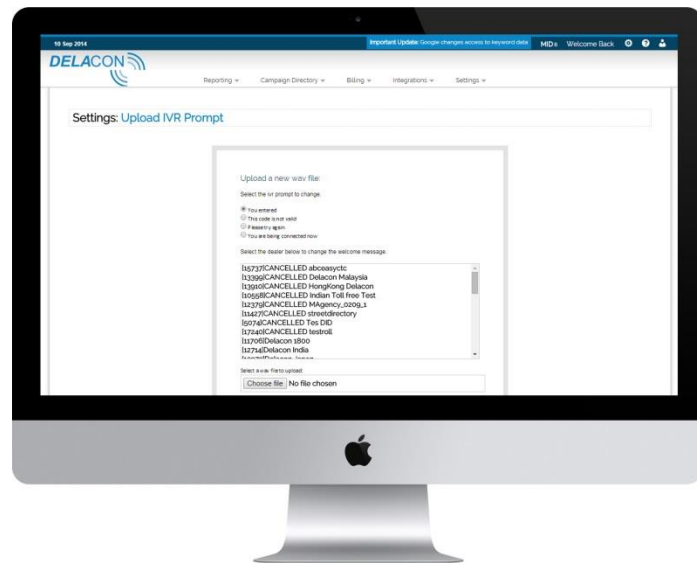
Call Management Feature – Call Routing

1. Postcode routing through an IVR prompt
2. Mobile call routing to the nearest store of the caller
3. Time of day routing to the most appropriate termination point

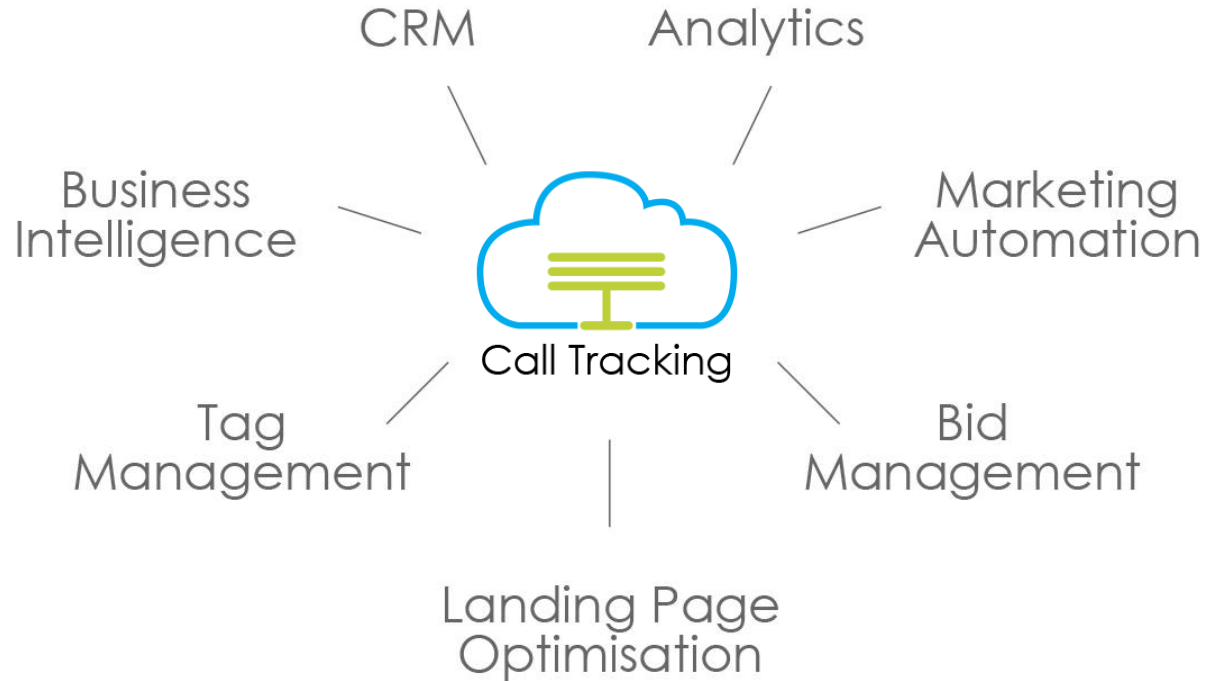


Call Management Feature – IVR

1. Ensure customers connect to the most appropriate operator
2. Use a voice prompt or a key pad.
3. Customise and manage your own IVR configuration



Where can Delacon send call tracking data?



Delacon can send call data into this software



Call Tracking



acquisio

salesforce.com



Google Analytics

Google

Universal Analytics

Marketo

OMNITURE

ensighten



Google Adwords



doubleclick
by Google

Marin
SOFTWARE

KENSHOO

Optimizely



Google Tag Manager



Adobe Analytics

supertag
by datalicious

Call data in Google Analytics

Reverse Goal Path

Customize Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

Goal Option:

All Goals

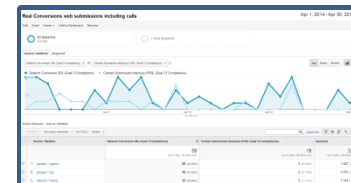
Explorer

Sort Type: Default

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Goal Completions
1. (entrance)	(not set)	(not set)	(not set)	86 (37.23%)
2. /delaconversion.htm	/	(entrance)	(not set)	41 (17.35%)
3. /delaconversion.htm	/contact-us/	(entrance)	(not set)	14 (6.06%)
4. /delaconversion.htm	/faq-and-support/	(entrance)	(not set)	7 (3.02%)
5. /delaconversion.htm	/call-tracking/	(entrance)	(not set)	6 (2.60%)
6. /delaconversion.htm	/login-page/	/	(entrance)	4 (1.72%)
7. /delaconversion.htm	(entrance)	(not set)	(not set)	2 (0.87%)
8. /delaconversion.htm	/call-tracking/	(entrance)	(not set)	2 (0.87%)
9. /delaconversion.htm	/call-tracking/	(entrance)	(not set)	2 (0.87%)
10. /delaconversion.htm	/call-tracking/	(entrance)	(not set)	2 (0.87%)

Show rows: 10 Go to: 1 - 10 of 84

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Reverse Goal Path

Goal	Goal Name	Goal ID	Goal Type	Goal Value	Goal Weight	Goal Status
1	Entrance	1	Entrance	1	1	Active
2	/delaconversion.htm	2	Page View	1	1	Active
3	/contact-us/	3	Page View	1	1	Active
4	/faq-and-support/	4	Page View	1	1	Active
5	/call-tracking/	5	Page View	1	1	Active
6	/login-page/	6	Page View	1	1	Active
7	/	7	Page View	1	1	Active
8	/call-tracking/	8	Page View	1	1	Active
9	/call-tracking/	9	Page View	1	1	Active
10	/call-tracking/	10	Page View	1	1	Active

Call data in Salesforce

salesforce.com

Lead Detail

[Edit](#) [Delete](#) [Convert](#) [Clone](#) [Find Duplicates](#)

Lead Owner	Delacon Demo [Change]
Name	PLA 1557559
Company	PLASource
Title	
Lead Source	
Industry	
Annual Revenue	

▼ PLA Data

PLA_Additional Browsing details	
PLA_Answering Point	+61427262115
PLA_Browser Type	
PLA_Call Converted	Y
PLA_Call Duration	39s
PLA_Caller Phone Number	+61447627413
PLA_Call Feedback Outcome	sale
PLA_Call Feedback Sale Amount	200
PLA_Call Recording File	http://xml5.delacon.com.au/site/carsguide/isp/downloadRecording_d.jsp?file_name=1-402881aa3ada0d26013afc57f86304f8-ca5ad75ad671b435dc836245ea8394d5-0-18-7-2014.mp3
PLA_Call Result	Normal
PLA_Call Start Time	2014-07-18 09:08:58 413
PLA_City	
PLA_Dealer Reference	0290781395 - ADT - SEO
PLA_Device Used	chrome
PLA_Exchange	
PLA_Keywords Searched	easyclick2call costs
PLA_Number Dialed	0290781395
PLA_Referral URL	http://www.bing.com/search?q=easyclick2call costs &go=Submit&qs=n&form=QBRE&ilt=all&pq=easyclick2call costs &sc=1-21&sp=-1&sk=&cvid=690738d7757f4f4d81918d2649afac1d
PLA_Search Engine Used	bing
PLA_State	
PLA_Users IP Address	101.171.170.164
PLA_Users ISP	Telstra Internet
PLA_Voice Mail Left	No

Call data – call centre pop screens

Call centre operators are given information about the caller's behaviour leading to the call.

Incoming Caller Details2:42 pm

Dial From:
0485741234

State
NSW

City
Sydney

Exchange
Potts Point

Technology Details

Device
iPhone; CPU iPhone OS 5_1_1

ISP
Telstra Internet

Browser
Mozilla/5.0

IP
149.135.147.108

Referrer Details

Keywords:
iphone 16GB voda

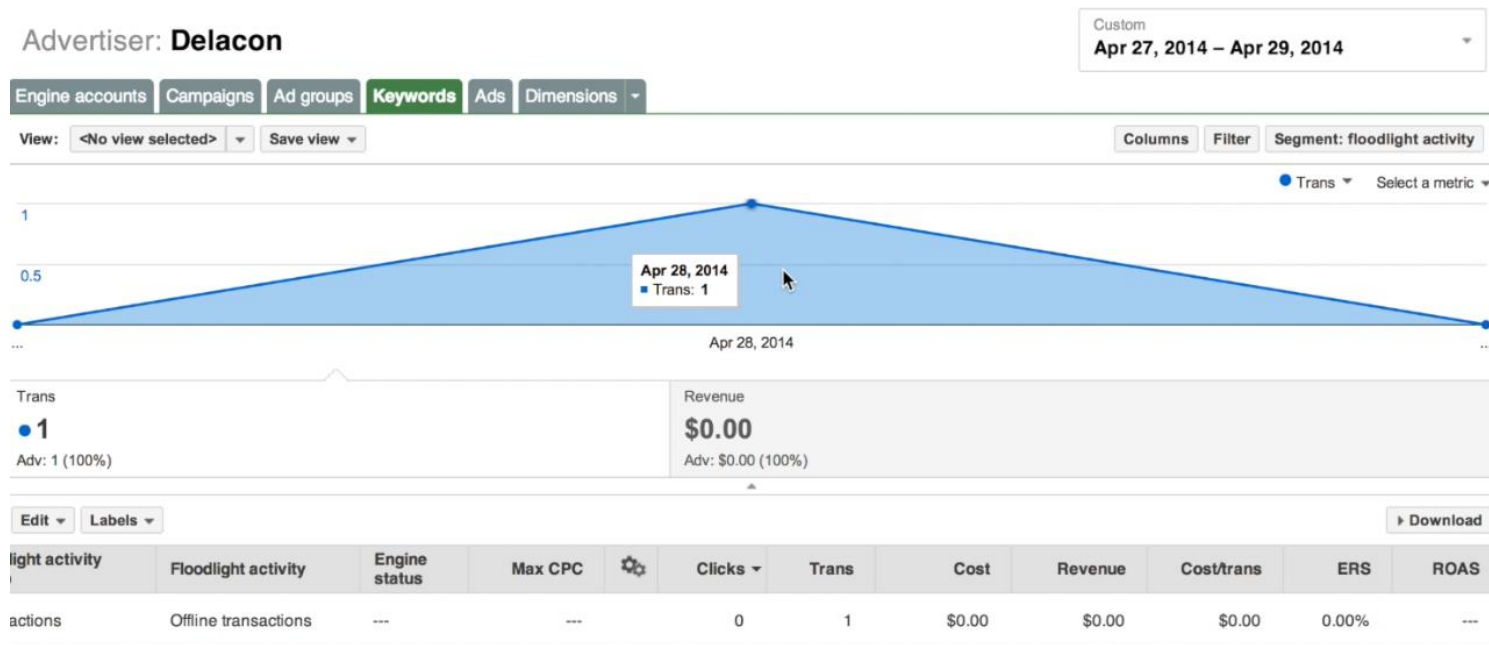
Search Type: Paid
Search Engine: Google

Landing page:
http://m.shop.vodafone.com.au/latest-mobile-offers/35-sim-only-plan/?utm_source=ikoninmo&utm_medium=display&utm_campaign=simonly

Referral URL:
<http://www.bing.com/search?q=iphone+16GB+voda&qsn&form=QBRE&pq=iphone+16GB+voda&sc=8-12&sp=-1&sk=>

Point in purchase
when user called:
75%
COMPLETED PURCHASE

Call data in Google DoubleClick



Call data in Marin



Home

Channels

Visitors

Campaigns

Groups

Keywords

SmartGrid

Creatives

Placements

Products

Audiences

Bidding

Dimensions

Published Keywords

Negative Keywords

Keyword Expansion

Views

My Views

Save View

Date Range

Jun-Jul

S	M	T	W	T	F	S
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19

change vs. prior week

Quick Select

Select

Show by

Filters

Create Report

View Builder

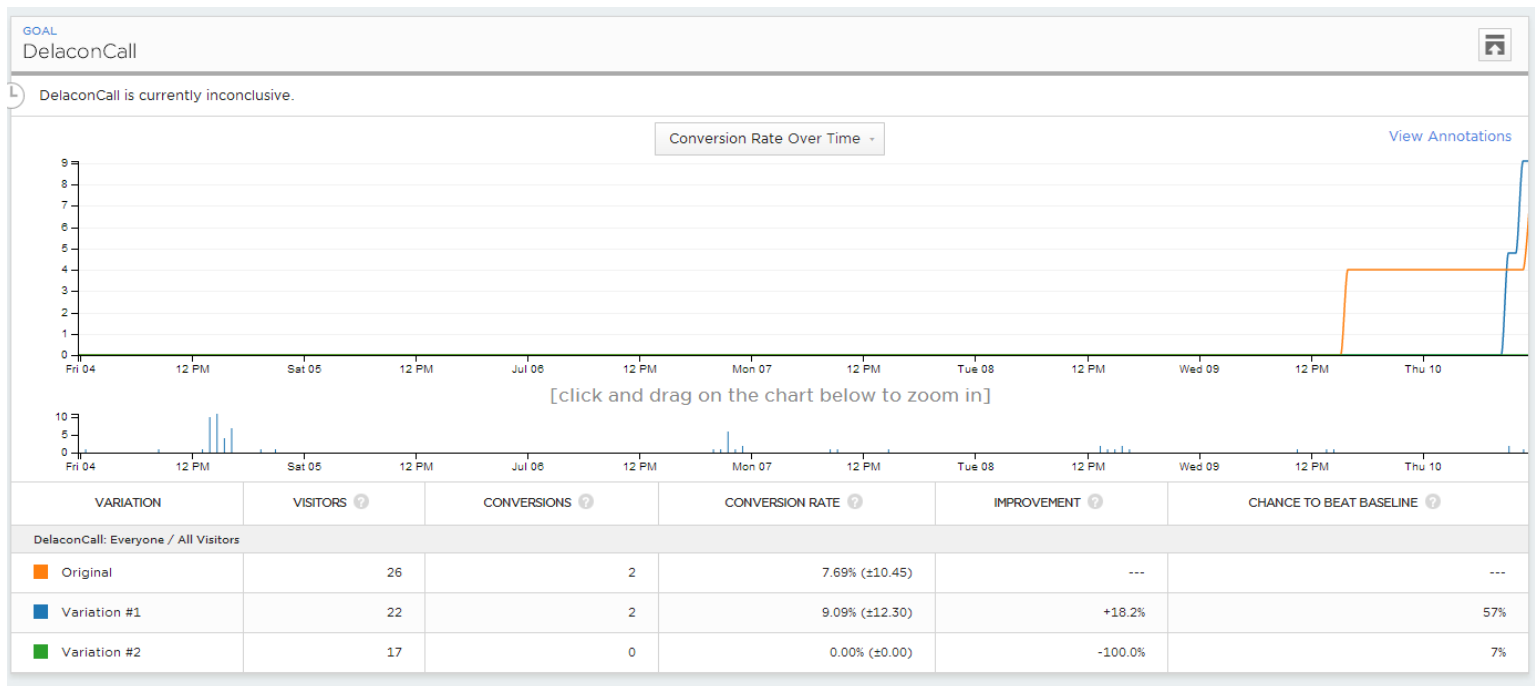
Show 20 rows

Page: 1 of 783

1 2 3 4 5

	Keyword	Conv. Rate %	Cost/Conv. \$	Publisher	Pub. Cost \$	Call Center Conv.	Call Center Conv. Chg. %	Impr.
<input type="checkbox"/>	buy youth adidas fitness gear online	12.45%	13.72	Bing	1,221.50	29	-3.3%	1,565
<input type="checkbox"/>	puma skateboarding gloves online	10.91%	8.96	Bing	717.00	23		1,958
<input type="checkbox"/>	buy puma tennis shoes	22.14%	2.73	Bing	84.50	12		433
<input type="checkbox"/>	buy soccer socks online	17.57%	1.58	Bing	41.00	9	12.5%	495
<input type="checkbox"/>	buy womens bmx biking helmet online	9.50%	15.20	Bing	319.20	9	-35.7%	433
<input type="checkbox"/>	buy adidas in-line skating helmet online	7.43%	10.17	Bing	396.60	5	-44.4%	1,408
<input type="checkbox"/>	buy puma camping sleeping bag	15.00%	1.89	Bing	17.00	5	-77.3%	194
<input type="checkbox"/>	puma badminton apparel online	12.35%	5.20	Bing	52.00	2	-33.3%	245
<input type="checkbox"/>	buy adidas soccer shorts	15.62%	17.60	Bing	88.00	2	-33.3%	148
<input type="checkbox"/>	womens adidas mountain biking footwear	6.25%	56.00	Bing	168.00	2	0.0%	1,507
<input type="checkbox"/>	youth in-line skating footwear	27.27%	79.60	Bing	238.80	1		308
<input type="checkbox"/>	buy mountain biking shirt online	14.55%	8.70	Bing	69.60	1	0.0%	431
<input type="checkbox"/>	buy bmx biking protective gear	12.50%	195.60	Bing	195.60	1		641
<input type="checkbox"/>	adidas basketball hoop online	8.33%	51.00	Bing	51.00	1	0.0%	92
<input type="checkbox"/>	buy adidas mountain biking top	20.00%	4.80	Bing	9.60	1		34
<input type="checkbox"/>	buy womens camping gear	0.00%	0.00	Google	0.00	0	0.0%	0
<input type="checkbox"/>	buy mens adidas hiking footwear	0.00%	0.00	Google	0.00	0	0.0%	0
<input type="checkbox"/>	youth adidas hiking apparel online	0.00%	0.00	Google	0.00	0	0.0%	0

Call data in Optimizely



Why Delacon

1. Extremely reliable data attribution methodology
2. Independent platform
3. Data hosted in a Tier 1 data centre
4. Can meet global client needs
5. Integrations – all leading platforms
6. Price – highly competitive
7. Features – continually innovating with advanced features



Our resources



Account Manager



Lead Technician



Business Development
Consultant



Professional Services

Network Security, Backup, Storage,
Virtualisation, Database Administrators,
Corporate Security



Support Technician



Business Analyst



Support Specialist



Billing Specialist



Data Centre Operations

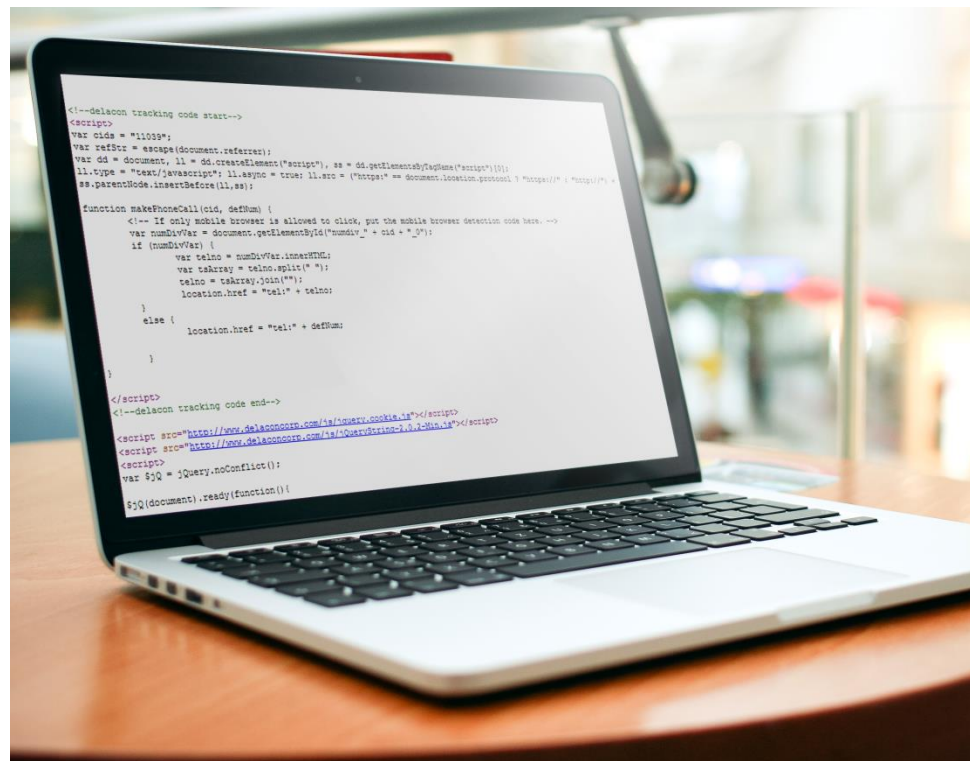


Delacon Infrastructure



Getting started

1. Provisioning, scope requirements & costs
2. Website enablement and integrations
3. Go live



Getting started

Stage 1: Pilot Planning

- Stakeholder Briefing
- Pilot Scoping Session
- Implementation Plan
- Finalise Pilot Plan
- Estimate Costs

Stage 3: Pilot Planning

- Interim Reporting
 - Data Accuracy & Key Findings
 - Pilot Status
- Monitoring
- Stakeholder Communications
- Data Optimisation

Stage 5: Rollout

- Broaden Scope or extend Pilot
- Or Rollback, Cancel, Freeze

Stage 2: Setup

- Service Contract
- Provisioning
 - Account Setup
 - Website Enablement
 - Google & other Integrations
 - Testing
 - Training

Stage 4: Evaluation

- Case Study
 - System Performance Evaluation
 - User Experience
 - Cost/Benefit
 - User Satisfaction
 - Objectives Met

Delacon provided top notch customer service and technical support... it's a very good team that always goes above and beyond what's required.

Matthew Nugent,
Travel Search Executive



Delacon's valued clients

OPTUS yes

Jenny Craig

iSelect
.com.au

Ella Baché

Telstra

amaysim

Y YellowBrickRoad
Wealth Management

NRMA


vodafone

 Australian
Competition &
Consumer
Commission

 **vicroads**

CommonwealthBank 

More Information



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