



WHITE PAPER

**OPTIMISING AND
ATTRIBUTING PHONE
CALLS FOR PARTNER
MARKETING**

Delacon

**PERFORMANCE
HORIZON**

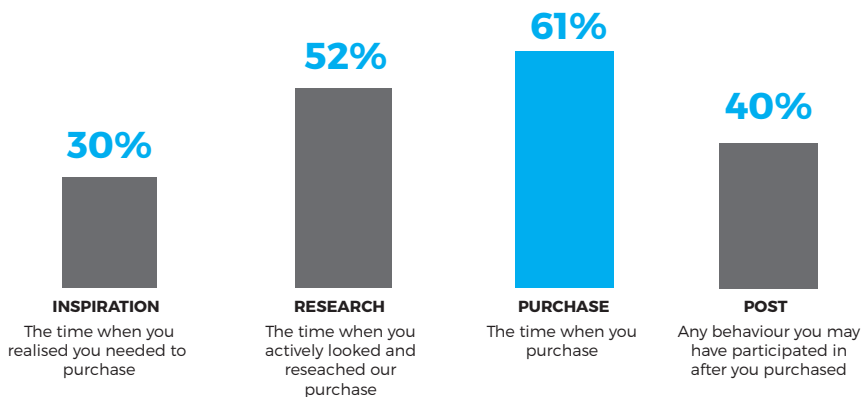
INTRODUCTION

Partner Marketing has become the mainstay of the major brand's marketing strategy. While once thought of as simply a lead generation tool through affiliates, creating strategic marketing partnerships has become vital for brand engagement and discovery. A recent survey from [Digital Commerce](#), showed that partner marketing affected 14% of sales in 2016, and this number is only growing. With leading brands now seeing [40% of their online revenue](#) being driven through performance marketing, the partnerships channel is more important than ever.

However, there is a gap in many partner marketing programs, which means not only opportunities missed but missed revenue. To fill this gap, marketers will need to understand how the online to offline economy plays out in their marketing eco-system and how it can be utilised to boost performance.

ONE TRILLION US DOLLARS... AND GROWING...

Let's get straight to the bottom line - the global call commerce market generated US\$1 trillion in sales for brands globally in 2016 ([BIA/Kelsey, 2016](#)). In that year, consumers who were ready to purchase, generated 85 billion calls to businesses, and this is set to grow to a whopping 169 billion money-making calls by 2020. With 61% of consumers calling during the purchase phase ([Google/Ipsos, 2013](#)), it is no surprise that 65% of businesses view a phone call as their most important lead source.



So what is driving this growth? With the rise of digital over the past two decades, many predicted the phone call would fade into oblivion. This was in part driven by the wish that consumers would do all their buying online and stop those pesky, expensive-to-man inbound calls. CFOs and COOs celebrated the slashing of headcount and call centre budgets, pushing them to downsize, outsource and go offshore. But the rise in digital saw a massive increase in mobile phone and smartphone ownership – and this has changed the consumer and marketer's landscape dramatically. As of 2016, over 4.7 billion people worldwide own a mobile device – that's 63% of the entire planet's population. ([Statistica, 2017](#))



BEYOND DIGITAL TOUCHPOINTS....

The savvy marketer knows that a customer journey is likely to include an inbound call – or several – at critical times in the consumer path to purchase. This is particularly relevant in verticals such as Travel, Insurance, Finance, Healthcare, Home Services, Telecommunications and Education – where there is some complexity, contract length, significance in purchase value or product comparison involved in decision making. Or maybe your consumer is simply trigger happy on the call button ...

The modern consumer expects answers fast, to be responded to seamlessly, no matter where they are, no matter what device or location they are connecting with, online or offline – it's all the same. They are willing to shift brand in a heart-beat when there are glitches. They like to compare and share. Responsiveness and personalisation across all touch-points can be a differentiator – including during the call. It is the difference between a sale or a missed opportunity. And so it is, that the catch-all phrase now quivering across the lips of every Master Marketer – **“the customer experience ecosystem”** - is sending ripples across the business landscape daring it to become something new, daring it to put the customer experience truly in the centre. It will challenge the biggest of brands, and create enormous opportunities for the next generation of consumer-minded entrepreneurs.

The New Customer Journey: For Customer



ENTER BIG VOICE

Technologies too are tracking with the voice of the consumer. 'Big Voice' is on the way and it is supported by emerging platforms like Virtual Private Assistants (Siri), Conversation Agents, Natural Language Processing and Speech Analytics.

Tying it all together is a sophisticated Call Tracking and Analytics Solution that stitches together the consumers experience from the online-to-offline world, working alongside leading analytics, CRM, automation and partner marketing solutions – driving

Trend... Google's goal is "to make speaking to devices around you (home, in car), devices you wear (watch), devices with you (phone, tablet) ubiquitous and seamless."



PERFORMANCE HORIZON AND DELACON DELIVER VALUE FROM CONVERSATIONS FOR THE PARTNER MARKETER

An effective partner marketing strategy takes into account the behaviours of the ever-growing, on the move, mobile connected consumer. It recognises the value of the \$141.6 billion spent globally on mobile advertising (eMarketer, 2017) and the new mobile and call friendly ad formats driving clicks AND calls. It values the technologies that help it track the journey and voice of the consumer across all channels. Brands and partners alike use these to measure, attribute and optimise all leads and sales - recognising and rewarding marketing partner performance for both online and offline conversions in real-time - whether that is a lead or a sale.

Trend... 47% of mobile searchers say that if a business doesn't have a phone number associated with their search results, they will be more likely to explore other brands.

(Google/Ipsos, 2013)

COMBINING THE CALL ANALYTICS AND PARTNERSHIPS SOLUTION

A sophisticated call analytics solution (sometimes referred to as call tracking) enables the measurement, attribution and optimisation of all call conversions originating from marketing partners.

By integrating with a call analytics provider, not only can call conversion data be reported in a partner marketing platform in the same way clicks can, but marketers will be able to more effectively measure performance delivered to the brand - taking and giving credit for both the web leads and phone calls generated.

Conversely, it allows a brand to assess the quality of all leads generated by each of its marketing partners.

HOW DOES IT WORK?

When a consumer interacts with a partner's campaign, they can either click through to the brand, perform an e-commerce transaction or the consumer may call, generating a qualified lead or sale. For an online journey, by implementing a call analytics code and a number (or what is called a 'dynamic number') either on a campaign or landing page, a significant amount of call information is captured when the call is made.

This includes campaign information such as search keyword terms, AdWord or campaign details, online referrer / marketing partner etc. A sophisticated call analytics solution will be able to whisper campaign details to the call agent, capture in call information and report call outcomes such as sale value, callers' intent or conversation keywords.

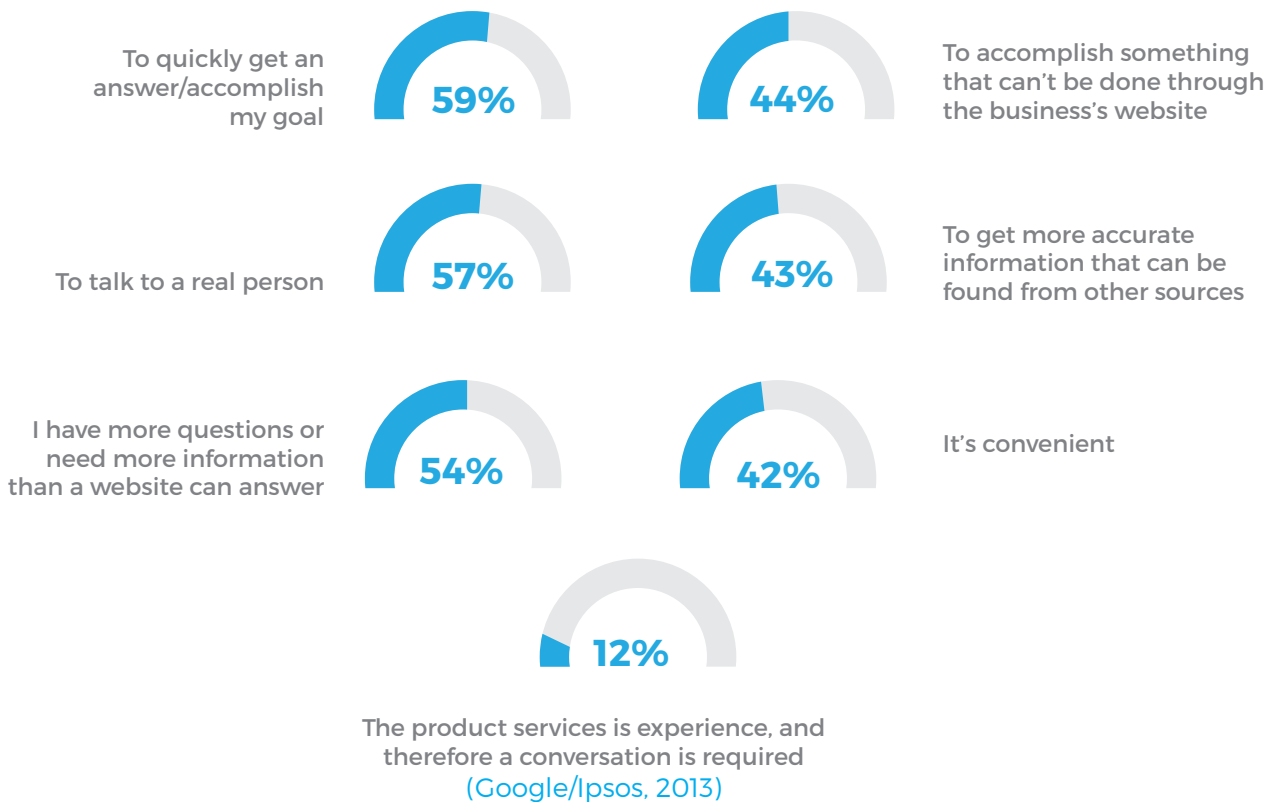
Benefits

- ✓ More accurate measurements of marketing partners
- ✓ Measure, attribute, and reward marketing touch points along the path to call conversions
- ✓ Accurately identify high performing marketing partners and partner categories across all conversion channels
- ✓ Determine true ROI from partner marketing activities

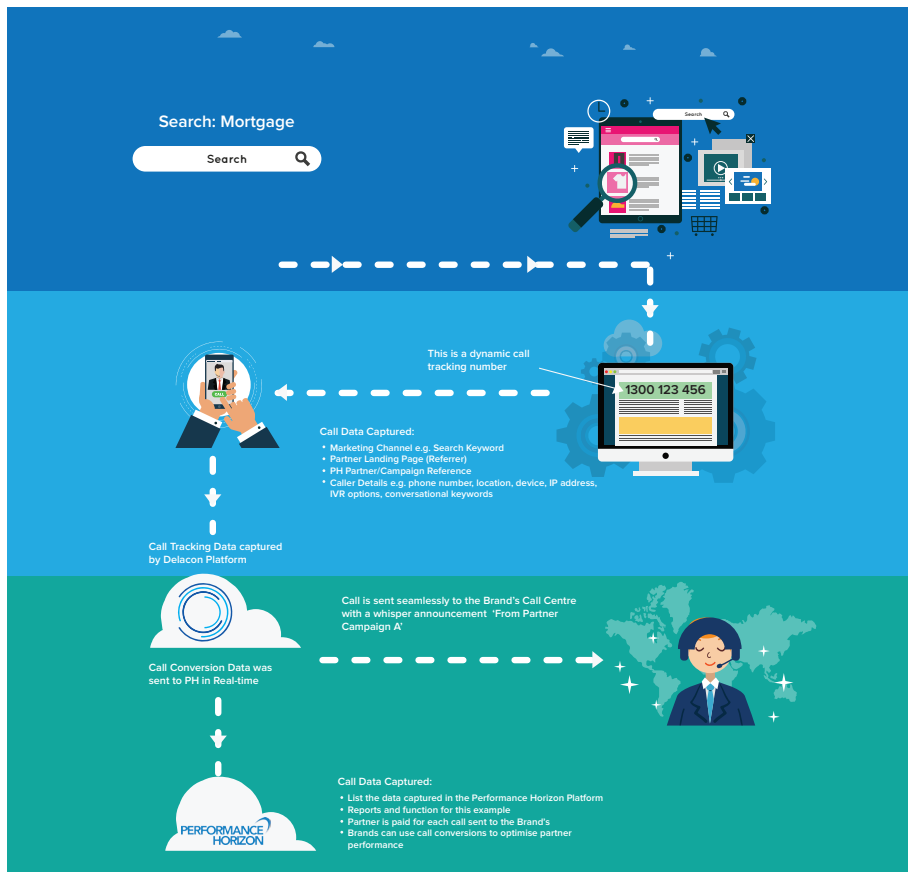


The call conversion is then reported within the brand's partner marketing solution, attributing the call to that specific partner and rewarding them accordingly. Partner performance measurement becomes more accurate, and can be optimised towards higher-valued conversions.

The call analytics data also provides insights into consumer behaviours from online-to-offline leading to sales outcomes. This can be integrated across a wide range of solutions including analytics, CRM, automation, personalisation and business intelligence to offer additional reporting throughout all business reporting.



PARTNERS CAN NOW BE REWARDED FOR CALLS IN THE SAME WAY THEY ARE FOR CLICKS AND ONLINE SALES



CLIENT USE CASE: FINANCIAL INSTITUTION

Situation

A leading financial services company implemented a partner marketing program as part of its acquisition strategy, targeting medium to high net worth consumers for its new reduced rate mortgage product. Using the Performance Horizon platform, the advertiser was able to implement a campaign across ten key marketing partners, including comparison sites.

The Challenge:

The Partner does not get measured and rewarded for customers that end up calling the Finance Institution directly as a result of their campaigns. The financial services company does not have visibility of the online and offline performance of its Partners.

Solution:

- Delacon call analytics numbers are placed on Partner's digital advertising, emails and partner website to capture call conversions.
- Calls are routed directly to the Financial Institutions Call Centre.
- Partner driven calls are now recognised and rewarded as part of the Brand's Partner Marketing program.

Results:

- Partner performance increases, increased revenue.
- Partner can better measure campaign performance and optimise, increasing ROI.
- Brand receives more higher quality leads from the Partner, increased revenue.
- Customers experience a seamless buying experience from Partner to Brand.



HOW TO GET STARTED

Delacon and Performance Horizon have a partnership offering brands and partners an integrated solution utilising Delacon's leading global call analytics platform and Performance Horizon's leading partner marketing solution. In four easy steps your organisation can start measuring, attributing and optimising call conversions in the same way you do for online conversions.



Simply give one of our consultants a call and we'll get the ball rolling for you.

JUST A REMINDER WHY YOU SHOULD TALK TO DELACON AND PERFORMANCE HORIZON TO MEASURE YOUR CALL CONVERSIONS TODAY...

Benefits for Brands	Benefit for Partners
<ul style="list-style-type: none"> • Increased leads = increased revenue. • Encourage conversions from the Mobile First consumers. • Receive higher quality leads from consumers who are in the purchase phase of the sales funnel. • Provide multiple channels for partners to drive acquisition. • More accurately measure and reward your marketing partners' performance. • Create a seamless customer experience from partners to your brand. • Gain full visibility into inbound calls from your partners. 	<ul style="list-style-type: none"> • Increase leads = increased revenue. • Measure and optimise campaign performance based on online and offline conversion data. • Provide brands with higher quality leads. • Increase performance and preference amongst brand's marketing campaigns.



**Visit Delacon at www.delaconcorp.com or
visit www.performancehorizon.com to
speak to one of the team.**

About Delacon



Delacon is an Australian-based leading global provider of enterprise-level call analytics solutions.

Features of our solution:

- Cloud-based call analytics solution
- Call management from call source through to call outcome, with in-depth online and call data (keyword level attribution)
- Securely hosted, scalable, reliable
- Tier 1 Network and Hosting Infrastructure

About Performance Horizon



Performance Horizon is the leading provider of SaaS solutions for digital partner marketing, enabling large enterprises to drive significant sales through their online marketing partners and affiliates.

The world's top digital content, retail, travel and financial services companies rely on Performance Horizon's highly scalable platform to generate over \$3 billion in sales across 230,000 marketing partners. The benefits include highly flexible partner management capabilities; real-time measurement of performance on the web and on mobile apps; optimisation through deep analytics across multiple performance models; and settlement in over 60 currencies in 215 countries around the world.

With offices in the U.S., UK, Japan and Australia, Performance Horizon is backed by top-tier investors, including Mithril, Greycroft Partners and DN Capital.



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