



Delacon's Advanced Call Tracking  
Solution compared with  
Google's Click to Call Ad Extension

# Introductory Comparison

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## **Delacon's Advanced Solution**

Total call tracking solution

Track calls from SERP Ad with detailed reporting

Track call journey from Google Ad to website with detailed reporting

## **Google's Ad Extension**

Enhancement of one element – the ad extension

Determine call volume from SERP Ad with limited reporting

Determine call volume from website after clicking Google Ad with limited reporting



# Introductory Comparison

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## **Delacon's Advanced Solution**

Track all calls regardless of click volume

Detailed data insights

Can optimise campaigns based on top performing keywords

## **Google's Ad Extension**

Only functional if ad group minimum number of clicks in a four-week period is maintained

Focus on call volume only

Can optimise campaigns based on top performing keywords



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## Delacon's Advanced Solution

Client assigned specific call tracking numbers just for their usage anywhere

Data sent to many software platforms

Sophisticated call management features

Ability to return missed calls because caller's number is captured. Research says that 30% of calls are missed.

## Google's Ad Extension

Google owns call tracking numbers. They can be reassigned to another advertiser "at any time." Not for use elsewhere

Data sent to one software platform

No call management features

No ability to return missed calls because caller's number is not captured.



## Data Collected

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Data	Delacon's Advanced Solution	Google's Ad Extension
Device Source	Yes	Yes
Call start and end time	Yes	Yes
Call Status (connected or not connected)	Yes	Yes
Call Duration	Yes	Yes



## Data Collected

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Data	Delacon's Advanced Solution	Google's Ad Extension
Caller area code	Yes	Yes
Full caller phone number	Yes	No
Call Type (Click from Ad, manually dialled)	Yes	Yes
Voicemail	Yes	No
Keywords Used	Yes	Yes
All Paid Advertising Calls	Yes	No



# Data Collected

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Data	Delacon's Advanced Solution	Google's Ad Extension
Google Ad Level Calls	Yes	Yes
Referrer	Yes	No
ISP	Yes	No
IP	Yes	No
Landing Page	Yes	Yes



## Digital Campaign Sources Tracked

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Source	Delacon's Advanced Solution	Google's Ad Extension
Google AdWords	Yes	Yes
Google Organic	Yes	No
Bing (organic and paid)	Yes	No
Yahoo (organic and paid)	Yes	No
Display	Yes	No
Social	Yes	No
Directories	Yes	No





## Offline Campaign Sources Tracked

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Source	Delacon's Advanced Solution	Google's Ad Extension
Billboards	Yes	No
Television	Yes	No
Radio	Yes	No
Print	Yes	No
Directories	Yes	No



# Call Management Features

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Feature	Delacon's Advanced Solution	Google's Ad Extension
Call Feedback Survey	Yes	No
Call Notifications	Yes	No
Call Recording	Yes	No
Call Whisper Message	Yes	No
Post Call SMS	Yes	No
Sophisticated Call Routing	Yes	No



## Where is the call data sent?

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Feature	Delacon's Advanced Solution	Google's Ad Extension
Google AdWords	Yes	Yes
Google Analytics	Yes	No
Google DoubleClick	Yes	No
Salesforce	Yes	Possible to send the GCLID
Acquisio	Yes	No



## Where is the call data sent?

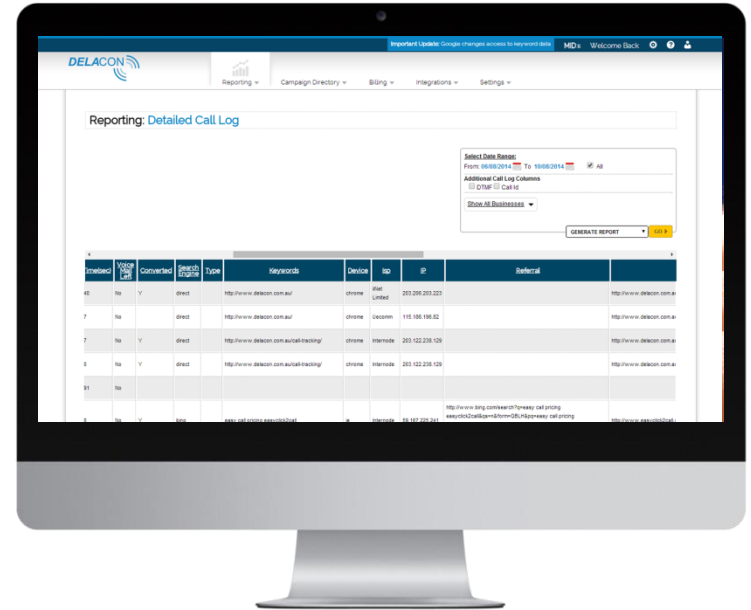
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Feature	Delacon's Advanced Solution	Google's Ad Extension
Kenshoo	Yes	No
Marin	Yes	No
Optimizely	Yes	No
Omniture	Yes	No
Custom integrations	Yes	No



# Summary

- Google's Ad Extension is best used to identify call volumes generated from Google's paid ads.
- Delacon's Advanced Call Tracking Solution is a total package to track calls from all sources, to manage those calls and to send the data into a variety of software platforms.



# Sources

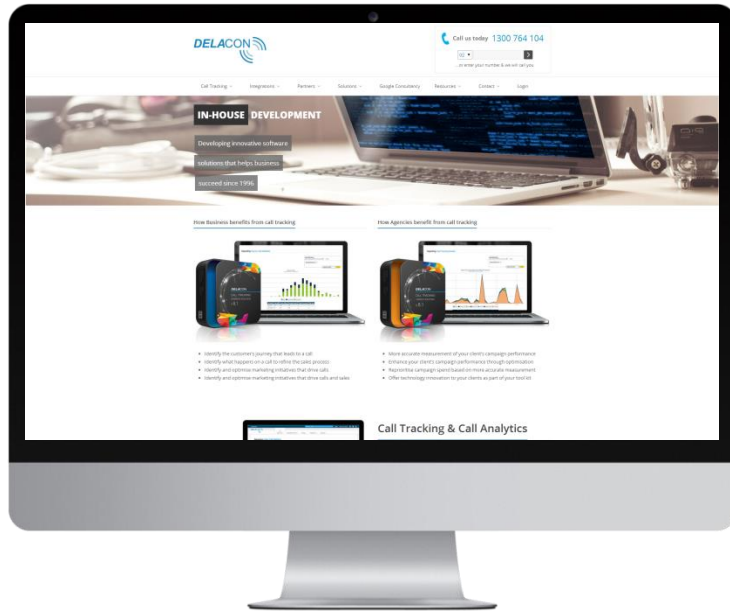
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<https://support.google.com/adwords/answer/2454052?hl=en-AU#setup>

[https://support.google.com/adwords/answer/1722054#calls\\_from\\_websites](https://support.google.com/adwords/answer/1722054#calls_from_websites)



# More Information



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