Delacon and Google Analytics Setup Guide Part 2 - Advanced Configuration and Setup

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Contents

Introduction

This guide introduces some of the more advanced configurations you can setup to track Delacon's call tracking data in Google Analytics.

Creating a live call conversion in Google Analytics

By creating the live call report, Delacon's system will add a URL virtual page view into Google Analytics. To create a goal, an essential element of the live call report, you must have full administration access to your Google Analytics account.

Note that by creating a live call report, this will only capture live calls i.e. calls made when the caller is on the web page. You may not need to create a live call conversion if you have completed a goal conversion in Google Analytics using Event as per page 9 – 13 in this guide.

1 Setup a custom goal

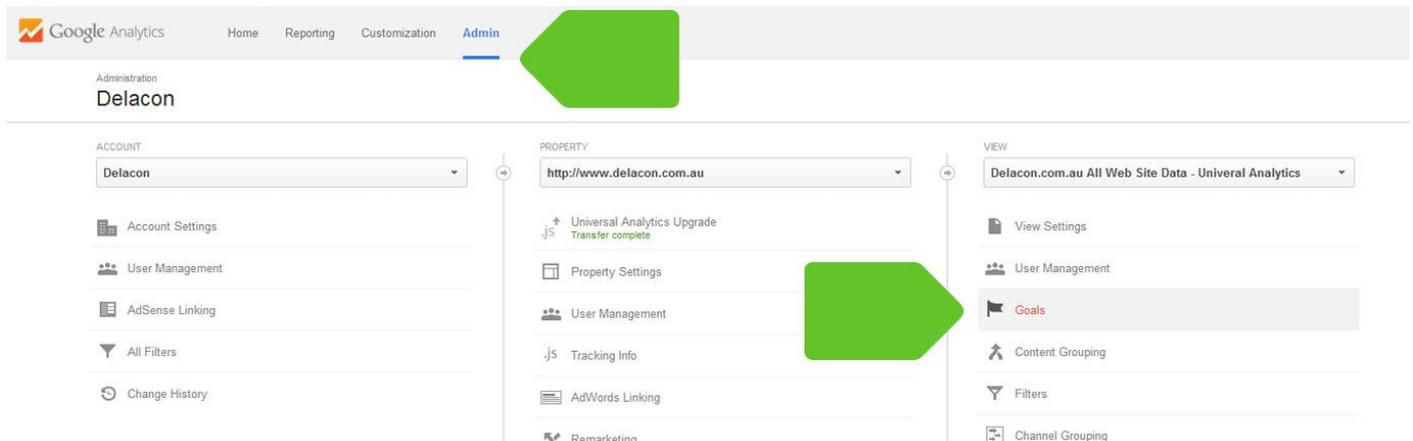In your Google Analytics account, select admin and click on goals.

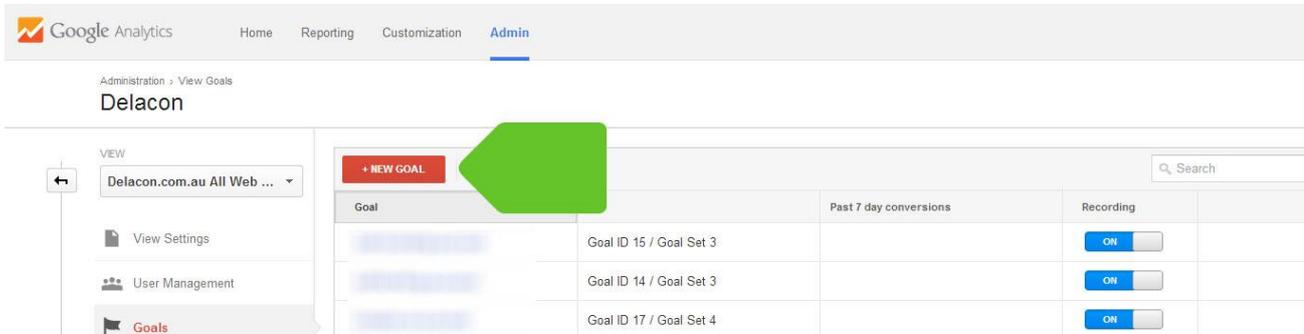*Figure 1*

2 Add new goal

Click on the New Goal button.

Figure 2

3 Select custom goal

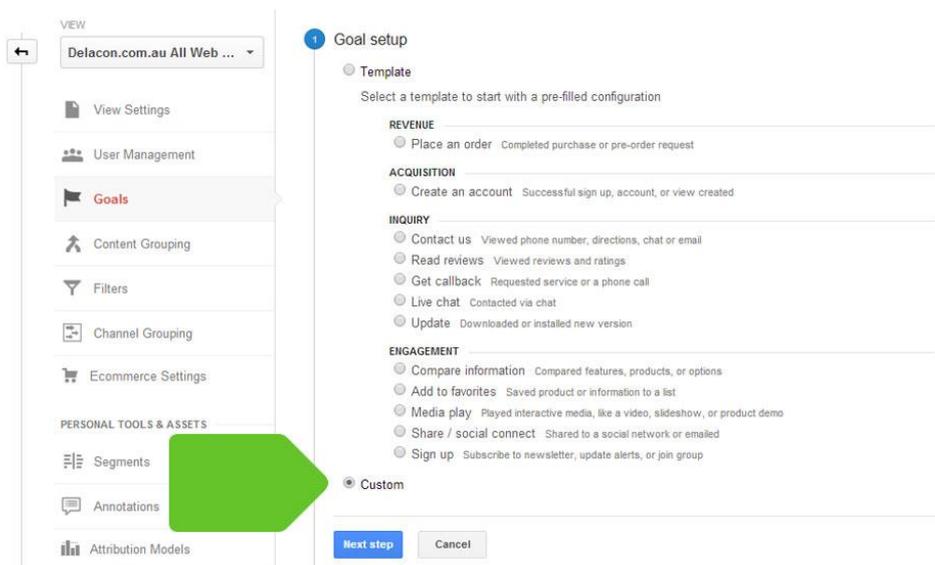Select Custom for your goal and click Next Step

Figure 3

4   Goal name and type

Select a name for your goal such as Delacon Live Conversion. Select **Destination** for the goal type.
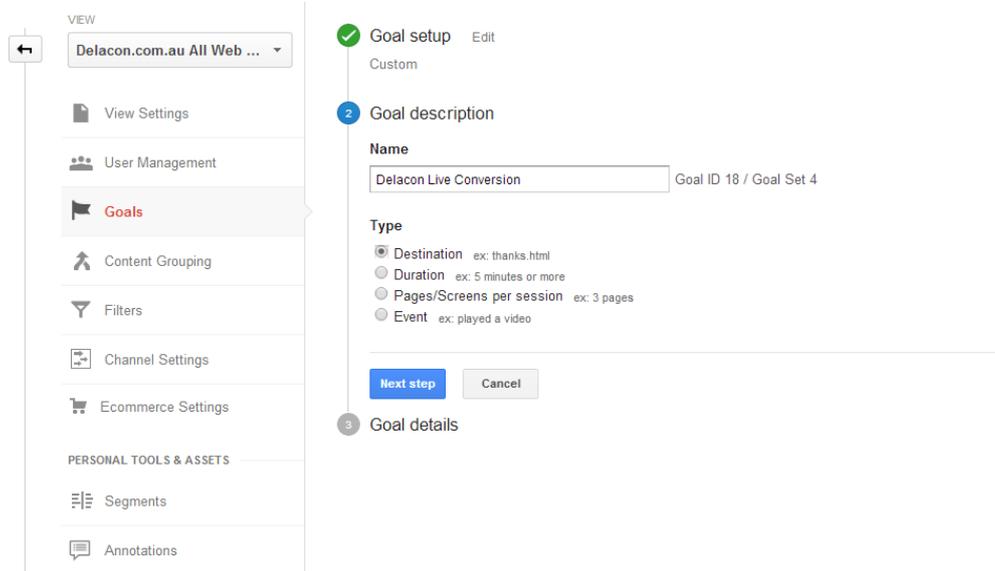

Figure 4

5   Goal details

If you choose **Destination** type as the Goal, follow the following step:

Enter the destination URL as Regular Expression to /delaconconversion.htm. This is our default suggestion. You can define a unique destination URL as per your requirements but this must be mapped exactly when configuring the integration in our portal. The only requirement for a custom destination URL is that it must start with a /. Click "Save" to finalise the set up.
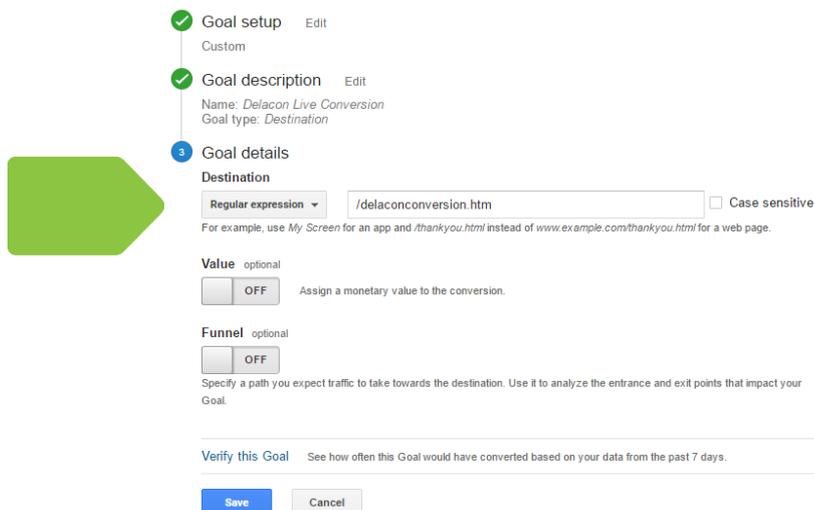

Figure 5

Customise Event Label (optional)

By customising event labels in Universal Analytics that map across to the data captured by our solution, you can analyse these data sets in Analytics.

These are the following metrics which can be added as event labels:

Event Labels	Description
Call ID	A unique Id is given to each call for easy identification of individual calls.
Company ID/CID	Easy identification of individual Business Name
Survey Type	Captures survey information entered by the agent at the end of the call. For example, if the call resulted in a sale, the agent enters 1. This will display as '1'.
Status of the call	Captures if the call was answered or not answered.
Business Name	A name can be assigned to each number which is then displayed in the reports. For example, you could have Website, Sydney Store, iPhone TV ad, Billboard Ad etc.
Business Category	An industry or category can be added against each number and included in the reporting. For example, you might have 'AdWords' for all AdWords campaigns.
DTMF Captured	Provide the menu prompt responses that the caller entered on their phone keypad when going through the IVR.
DTMF Description	Provides description of menu options selected. I.e. Sales, Billing, Accounts, Support.
Encrypted Caller Number	Encrypted version of the caller's numbers for privacy reasons.

Please contact support@delaconcorp.com and cc in your Delacon account manager if you would like to push the above metrics as event labels.

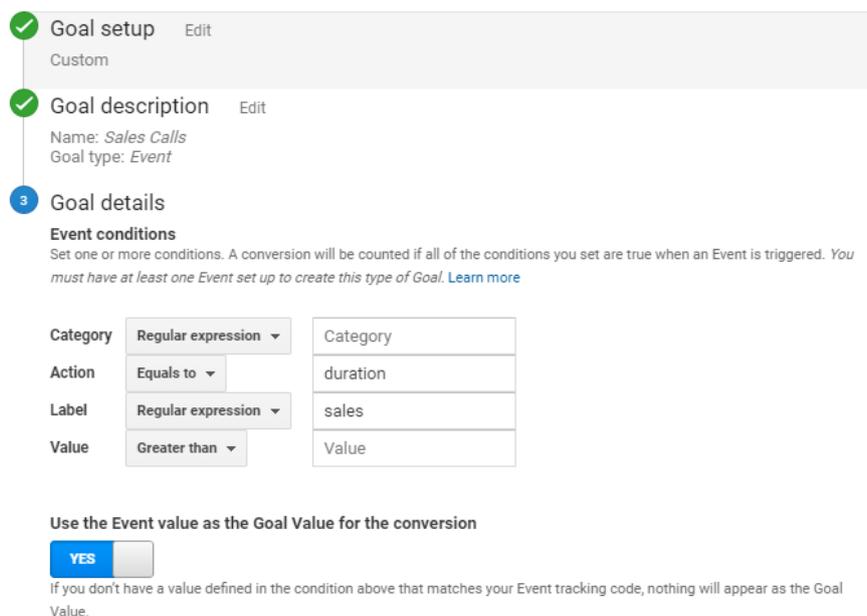# Tracking for specific IVR options using DTMF descriptions

The DTMF description is the names you give to each of the options on your phone menu system. E.g. If the menu option when a caller calls your business is Press 1 for 'Sales', the DTMF description is 'Sales'.

If you want to push DTMF descriptions to Google Analytics, please contact support@delaconcorp.com or your account manager to enable and setup the DTMF descriptions in the Delacon system.

If you want to report on goal conversions for a specific IVR selected using the DTMF description, you will need to create an additional goal.

Make sure in the 'label' field in the Goal Details section, the DTMF description you want to report on is entered.

For e.g. to set up a goal to report on sales calls, the label setting drop down should be set as 'regular expression' and the Label field filled in as 'Sales'. See Figure 5 below:

Figure 6

Pass call tracking data from Analytics to AdWords

By linking your Analytics and your AdWords accounts you'll be able to view call conversion data generated through your AdWords campaigns in Analytics.

To pass call tracking data between Analytics and AdWords, your accounts must be linked, you've opted into data sharing in your Analytics account and you've enabled auto-tagging in AdWords. You will also need to have the Import from Google Analytics button enabled.

1   Login to AdWords

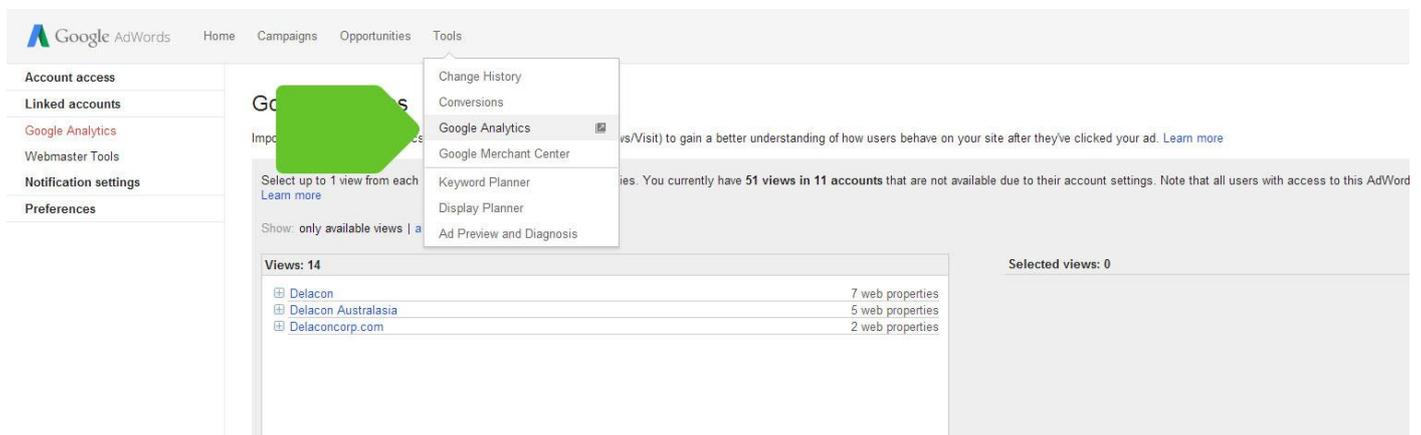After you've signed into your AdWords account, select the Tools and Google Analytics tab.

Figure 7

2   AdWords Linking

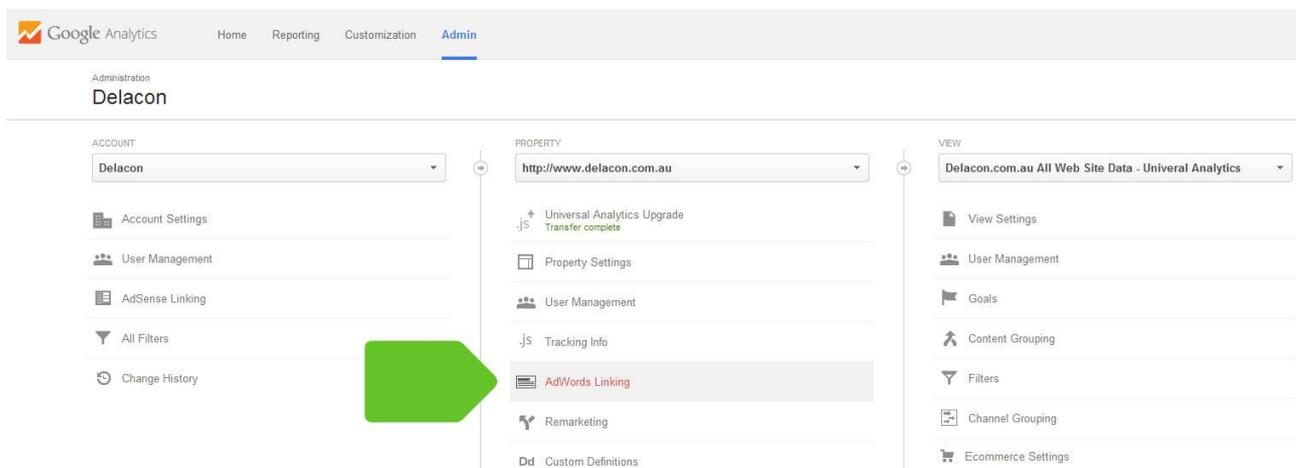Under the Admin menu in Analytics, click on the AdWords Linking tab.

Figure 8

3   AdWords link group

Select the checkbox next to any AdWords accounts that you want to link with your Analytics property. If you have a My Client Centre (MCC) account, expand the MCC account by clicking the arrow next to it, and then select the checkbox next to each of the managed AdWords accounts that you want to link.
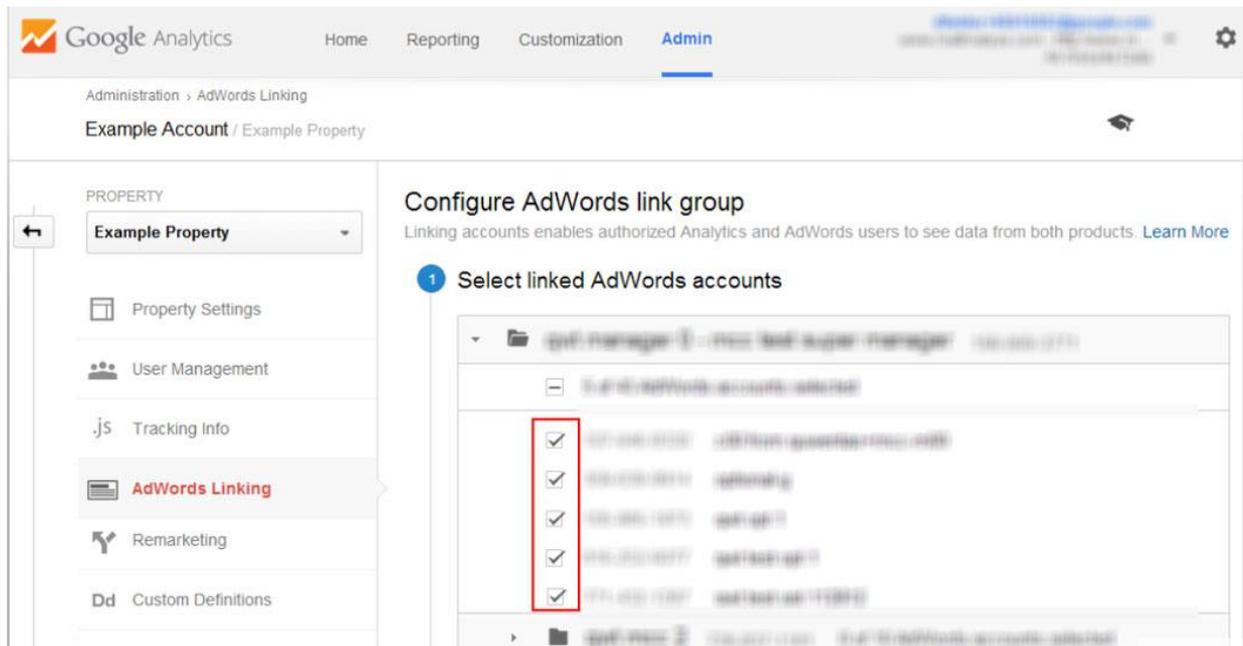

Figure 9

4   Link configuration

In the "Link configuration" section, enter a title to identify your group of linked AdWords accounts.

Note: Most users will only need one link group. We recommend creating multiple link groups only if you have multiple AdWords accounts and want data to flow in different ways between these accounts and your Analytics property. For example, you should create multiple link groups if you need to:

- Link different AdWords accounts to different views of the same Analytics property
- Enable auto-tagging for only some of your AdWords accounts

5 Analytics view configuration

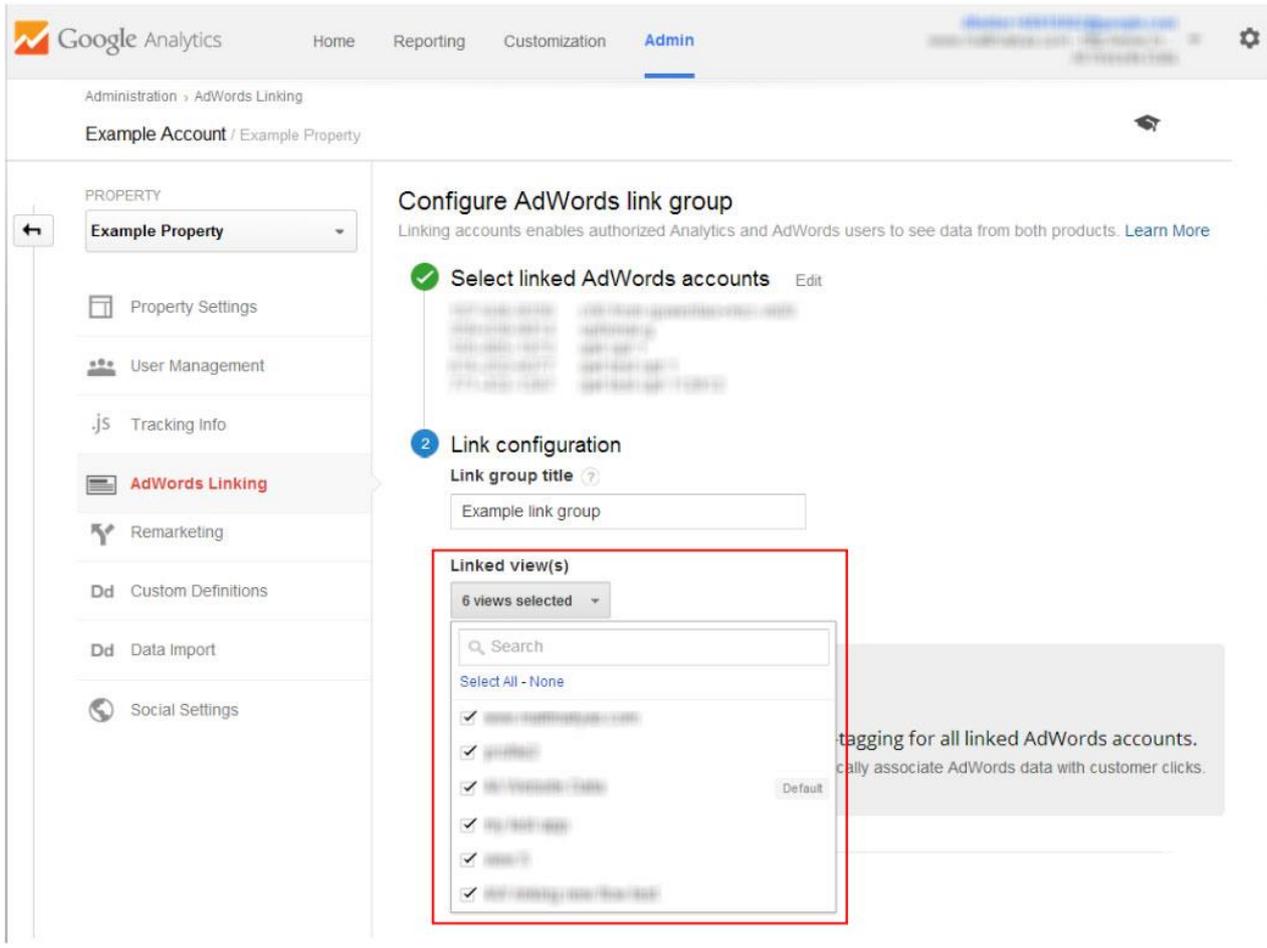Select the Analytics views in which you want the AdWords data to be available.

Figure 10

6 Link Accounts

Click the Link accounts button. Your accounts are now linked. If you opted to keep auto-tagging turned on (recommended), Analytics will start automatically associating your AdWords data with customer clicks.

Note: When you link an AdWords account to an Analytics view, anyone with access to that view will be able to see your imported AdWords data. Likewise, if you choose to import Analytics data (such as goals and transactions, metrics or remarketing lists) into your AdWords account, anyone with access to that AdWords account will be able to see your imported Analytics data.

Set up AdWords remarketing campaigns for callers

1 Create Segment

From the Audience Overview page in Reporting, click on + Add Segment and + New Segment.
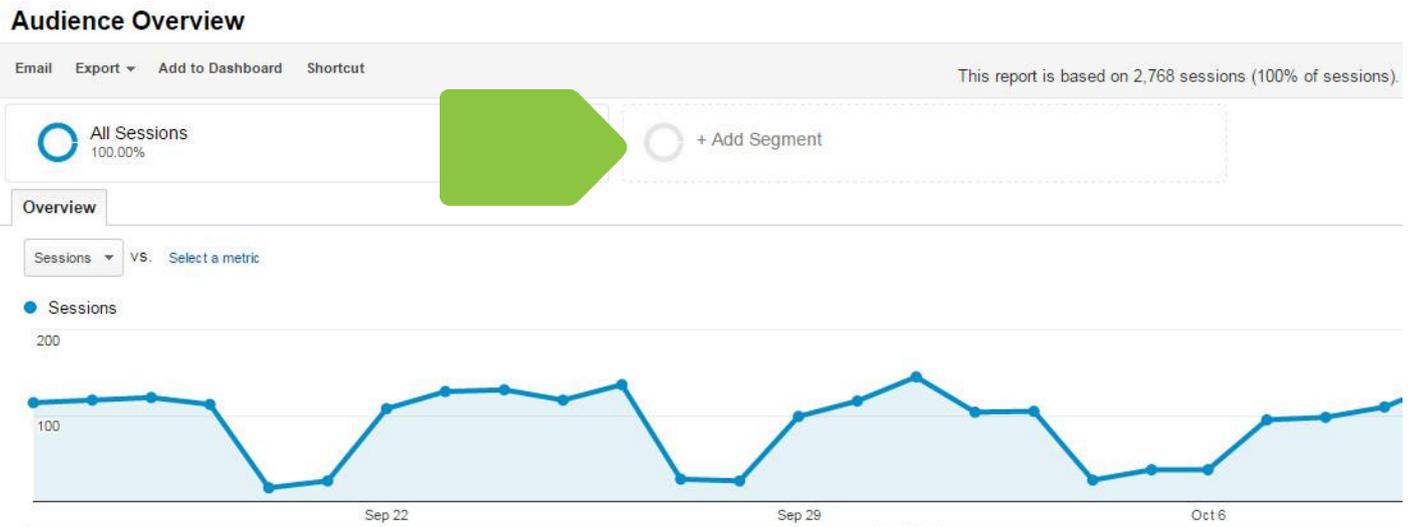

Figure 11

2 Identify conversion goal

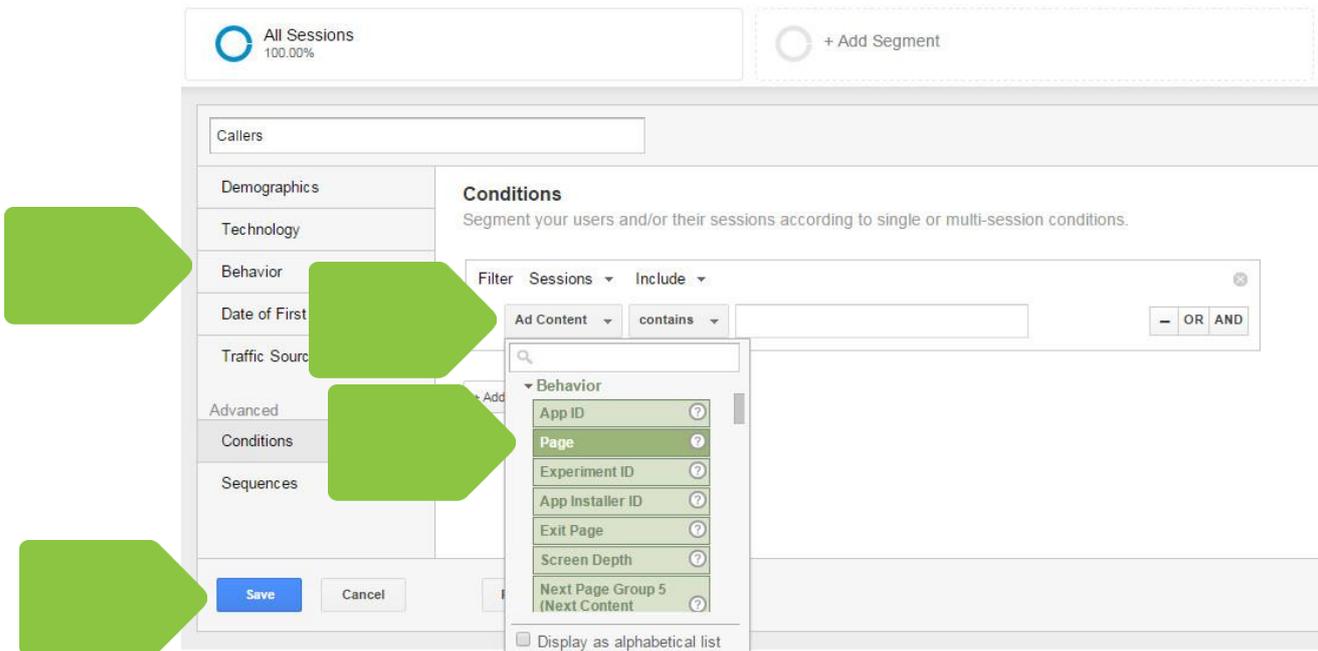Add a segment name such as Callers and click on Conditions, Ad Content, Behavior and Page.

Figure 12

3 Enter Delacon conversion

Enter the Delacon conversion goal page of /delaconconversion.htm and click Save.

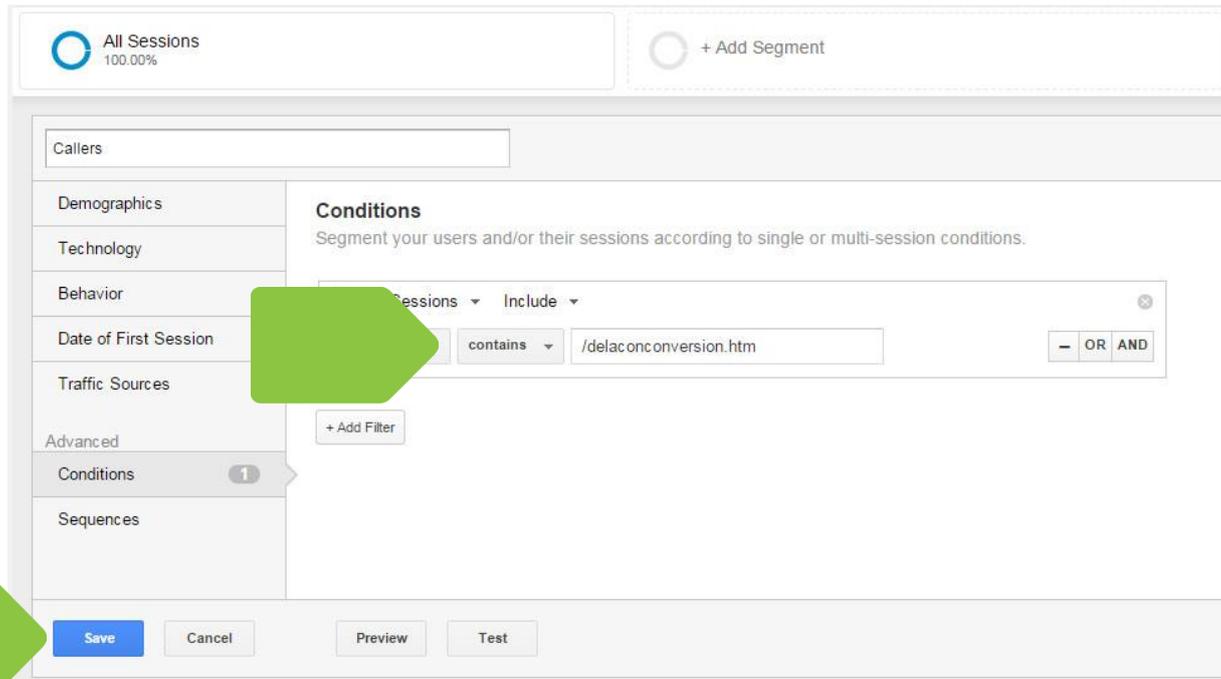Note: If you have a customised conversion URL, please enter this.

Figure 13

4 Build Audience

From the newly created segment, click on the down arrow, Build Audience and follow the steps for remarketing in the Admin section.
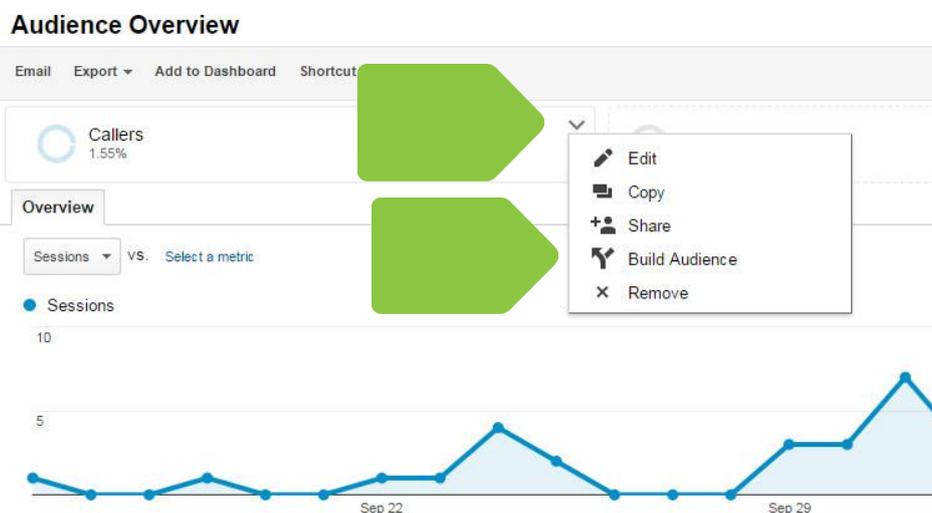

Figure 14

Tracking for specific call duration (Optional)

If you want to report on goal conversions for calls longer than a specific duration, you will need to create an additional goal by following the above steps and filling in the 'Value' field in the Goal Details. This should be denoted in seconds. For e.g. to set a goal to report on calls over 1 minute, the setting should be Value 'Greater than' 60.

Figure 6

Press Save

Creating a live call conversion in Google Analytics

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5 Setup a custom goal

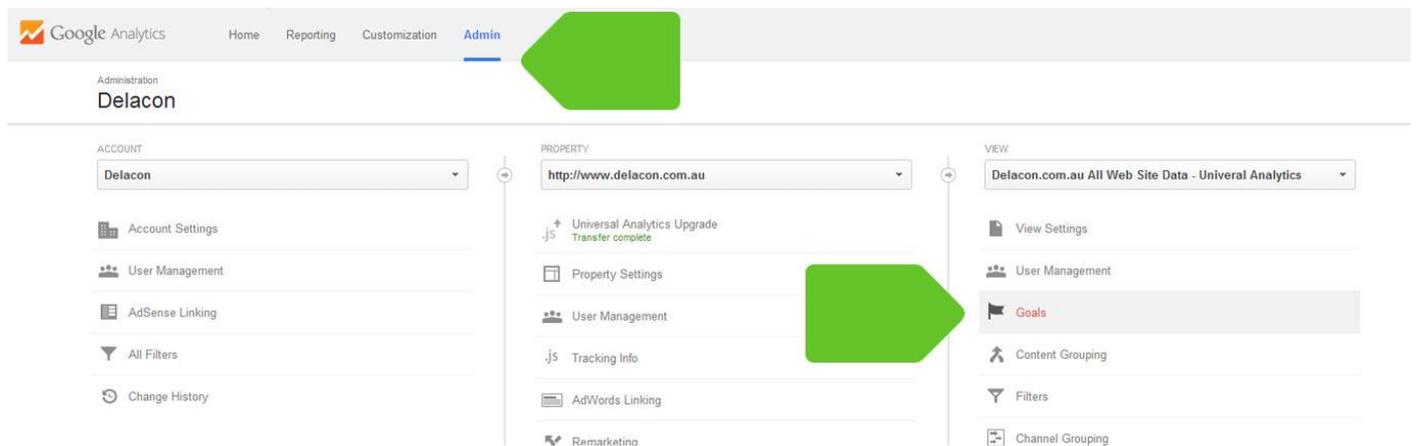In your Google Analytics account, select admin and click on goals.

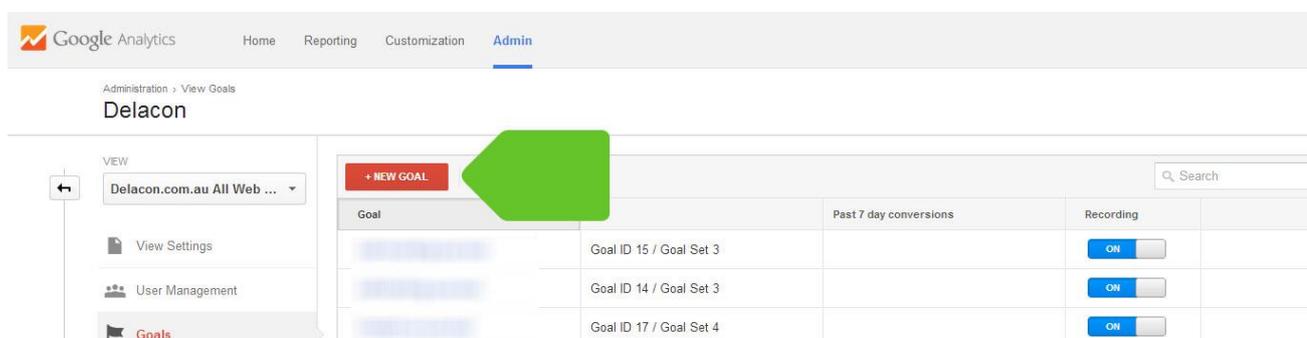*Figure 7*

6 Add new goal

Click on the New Goal button.

Figure 8

7 Select custom goal

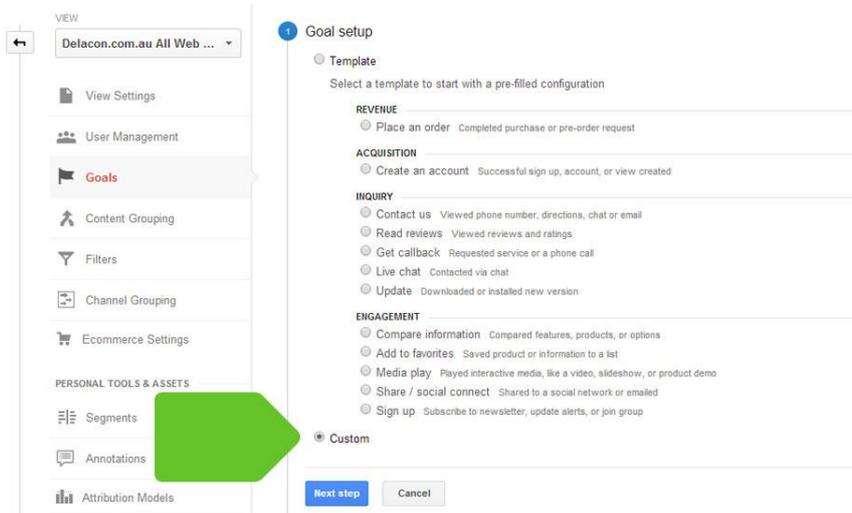Select Custom for your goal and click Next Step

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Select a name for your goal such as Delacon Live Conversion. Select **Destination** for the goal type.
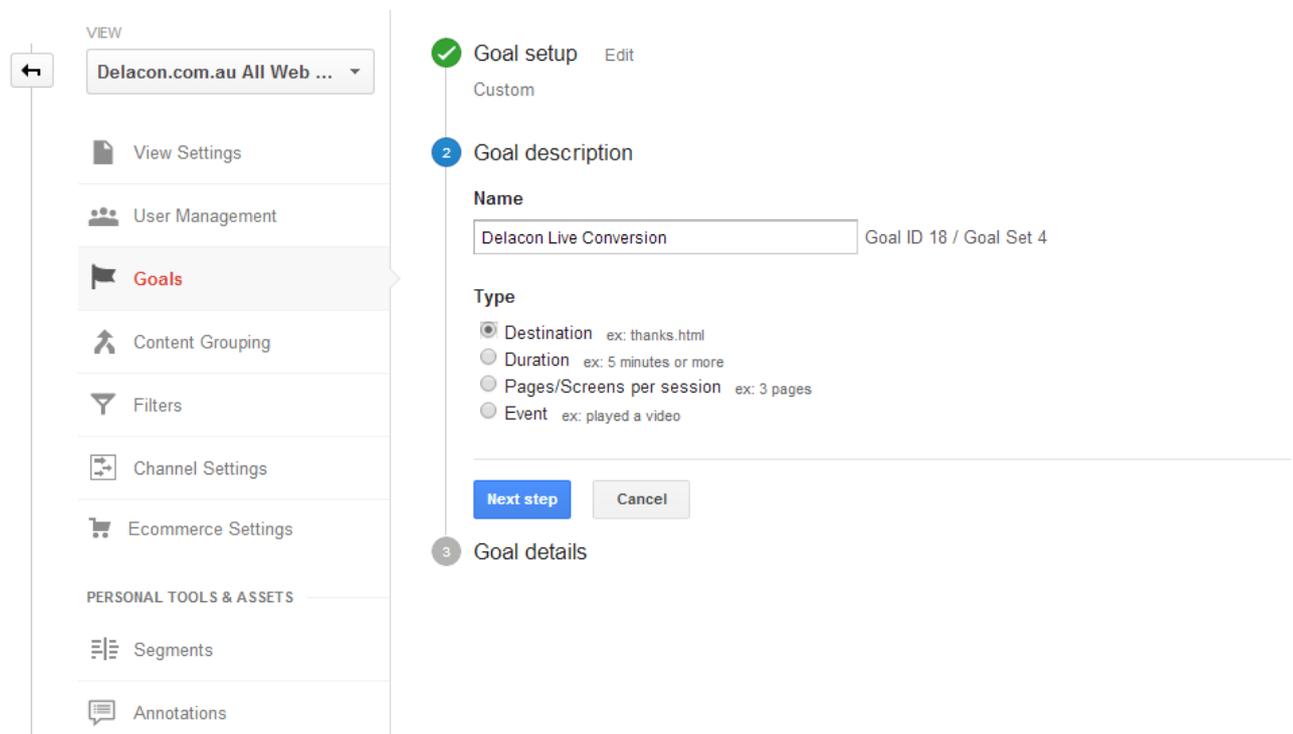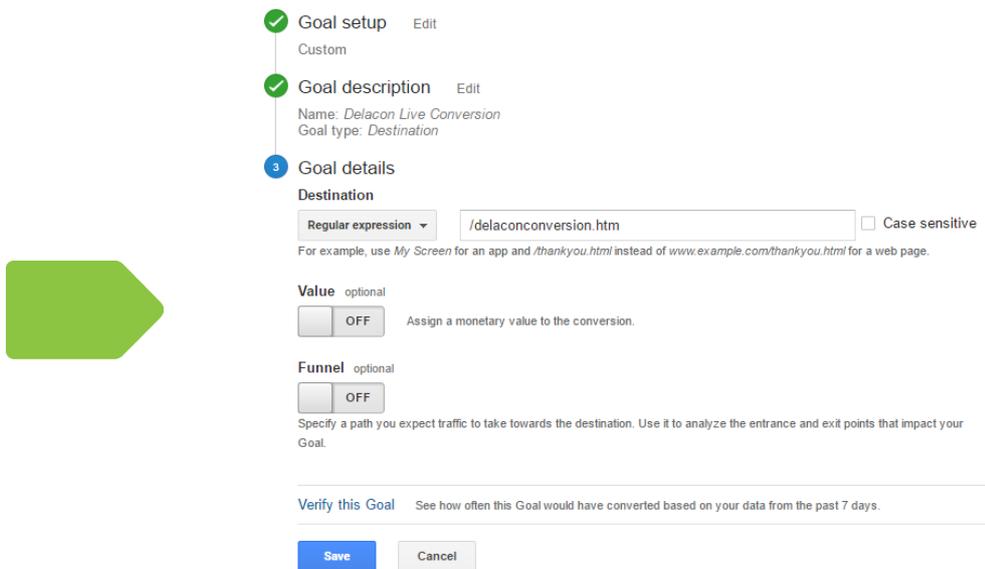

Figure 10

9 Goal details

If you choose **Destination** type as the Goal, follow the following step:

Enter the destination URL as Regular Expression to /delaconconversion.htm. This is our default suggestion. You can define a unique destination URL as per your requirements but this must be mapped exactly when configuring the integration in our portal. The only requirement for a custom destination URL is that it must start with a /. Click "Save" to finalise the set up.

Figure 11

About Delacon

Delacon has extensive expertise in developing leading edge telecommunication technologies that help businesses stay ahead. Since the company's beginning in 1996, Delacon has been committed to developing products that help businesses improve their day to day operations and marketing ROI. Over the past few years the company's efforts have been focused on delivering a world class call tracking solution to support directory companies, digital media agencies, data driven marketing professionals, direct marketers, SME and enterprise businesses.