Implementation of Delacon's call tracking code

User Guide

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Introduction

This guide will give you step-by-step instructions on how to load Delacon's call tracking code onto your website. This is a technical document and is best suited to a web developer or a web master.

Delacon's call tracking solution uses a javascript tracking code that you place on the web page. This code will look for your phone number on the page, and update the text in that tag with your call tracking number.

Users that come to your site from a paid Google ad, for example, will see this tracking number. If the user calls the tracking number, the details of the caller and the call will be reported in Delacon's call reports, and can be integrated into your Google Analytics and Google AdWords accounts.

Setup and configuration
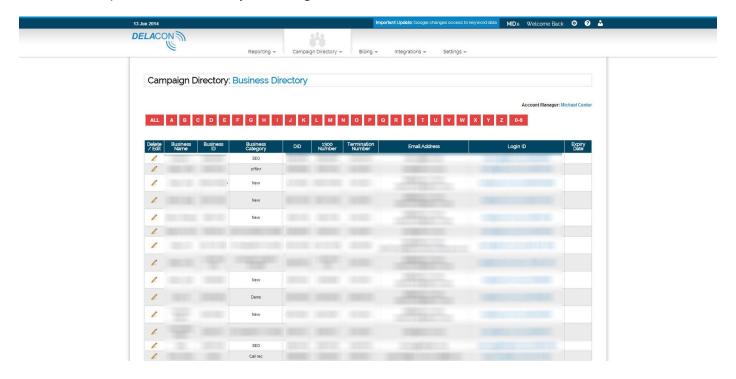
1 Login to the Delacon portal

Login to the Delacon portal at https://pla.delaconcorp.com/siteui/login

You will enter our new portal. To setup and configure your call tracking, you will need to go to our new portal:

1. Navigate to left hand menu and click on 'Reporting'.
2. Click on 'Reporting (OLD)'

Our old portal will now open.

You will land on the default page, "Campaign Directory: Business Directory," where you'll see all the businesses or phone number that you manage listed.

On this screen you can also view your MID (located in the top right of the screen), which you will need when implementing the call tracking code. Please make sure to make a note of your MID.

2 Click on Edit

Click on Edit under the 'Delete/Edit' column for the business or phone number that you want to configure.

Delete / Edit	Business Name	Business Phone Number	Business Category	DID	Tracking Number	Termination Number	Email Address	Login ID	Expiry Date
Edit									

This will display the 'Edit Business Details' screen. Here you can edit and configure a number of call tracking settings – including your business phone number - and find your CID – another parameter you will need when implementing the call tracking code.

Finding your CID:

In the 'Edit Business Details' screen, the CID (Customer ID) will be displayed in the top right hand side of the screen:

Campaign Directory: Edit Business Details

CALL TRACKING DETAILS   Customer ID: 25810

Please make sure you make a note of what your CID is.

Updating your business phone number:

You will also need to make sure you update your business phone number to match the exact formatting of the phone number displayed on your website e.g. if your number is displayed on your website as:

(02) 12 34 56 78

then the number in the Business Phone Number field must be displayed as:

(02) 12 34 56 78

Scroll down to the Business Phone Number field to edit:

Business Phone Number   (02) 12 34 56 78   This number will be displayed when visitors are ...more

3 Select your call tracking method

Under the 'Call Tracking Code' section, click on the radio button of what you want to track. Your options include:

- **Track just Google Paid**
  Only Google paid links (AdWords) will be tracked.

- **Track Google Paid, Yahoo Paid, Bing Paid**
  This will enable you to track calls from Google AdWords, Yahoo Sponsored Search and Microsoft adCenter.

- **Track All references**
  Track ALL online referrers. This would include banner ads, referrer and affiliate websites, organic and paid links, etc.

- **Track from Google/Yahoo/Bing and all Organic**
  Tracking paid links from Google, Yahoo and Bing as well organic leads.

- **Track CPC Campaign medium**
  Track if the landing page URL contains utm_medium=cpc and Google Paid.

If you have made any changes to your Business Details make sure you save them by clicking on the Submit Updates button.

4 The line of call tracking code

The line of call tracking code you will require is:

```
<script src="//vxml4.plavxml.com/sited/ref/ctrk/MID-CID" async></script>
```

*Note you must enter the relevant MID and CID where it says MID-CID.

If you have multiple CIDs, the line of call tracking code will look like this:

```
<script src="//vxml4.plavxml.com/sited/ref/ctrk/MID-CID1-CID2-CID3-CID4" async></script>
```

Once you have pasted both the javascript, the code should look like this, if your c_id is 4321 and your master id is 123:

```
<script src="//vxml4.plavxml.com/sited/ref/ctrk/123-4321" async></script>
```

No numbers on the page

If you don't require a call tracking number on an individual web page or you don't have a number on a page, you **need to ensure** the below code is inserted:

```
<script src="//vxml4.plavxml.com/sited/ref/ctrk/123" async></script>
```

Note you will need to remove the c_id and preceeding dash from the standard tracking code but keep the m_id as previously used.

By placing this code or our standard code on every page, you are ensuring that call tracking data is collected across your entire website, including tracking the correct referral source.

For best practice:

1. **Ensure that this code or our standard call tracking code is on EVERY page of your website.**
2. **Do not place the Delacon tracking tag on any page of your website more than once. If you are using multiple CIDs, you must use the multiple CID version of the code above.**

5 Insert the JavaScript into your website's HTML

Copy the JavaScript tracking code (with the relevant MID and CID entered) and paste it onto every page of your site that you wish to track. Best practice is to insert the call tracking code in your header before the closing tags as this makes it easy to update and edit as needed. We do not recommend that you put a JavaScript file in an external .js file.

If you have Google Analytics on your site, place the Delacon code after, not before, the Google Analytics code.

6 Clear your cache

Clear your browser cache, close and reopen your browser. This will ensure that the session is cleared, and your number will display correctly. If you are not seeing your number displayed, and you have followed the steps above, then potentially the browser cache has not been cleared, and you have not closed and reopened your browser.

Specific Use Cases

1. Phone numbers that are images/graphics

If you have a graphic as a telephone number, you will need to convert that telephone number to text using straight HTML / CSS. Using CSS you should be able to duplicate the look of the phone number almost exactly as the graphic.

2. Tracking calls across two domains

If you would like to analyse call data across two distinct website domains, where the prospect calls from a second website after first clicking from an online source through to an original website, then you'll need to add additional code.

Step 1 Create function

Create a javascript function called cd_tracking and place this function on every page that has a link to the second domain.

The function should look like this.

```
function cd_tracking(url) {
if (typeof _dgactlink == 'function')
{ _dgactlink(url, true); }

else
{ document.location.ref = url; }

return false;
}
```

Step 2 Add function to the link

Add the function that you created to the link from the first domain to the second domain.

The link should look like this.

Go to second domain

Step 3 Edit GA Code

Edit the GA tracking code on the pages that are linked on both domains. The additional code is highlighted in yellow.

<!-- Google Analytics --

>

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-57296621-1', 'auto', {'allowLinker': true});
ga('require', 'linker');

ga('send', 'pageview');

</script>
<!-- End Google Analytics -->
```

3. Adding Extra Tracking Criteria

Extra call tracking criteria can be added to further restrict the types of calls being tracked. This is in addition to the five tracking options currently available. Combined with our extra tracking criteria, there is unlimited potential for tracking conditions.

Currently there are four extra tracking variables available:

- Lpg – landing page
- Ref – referral URL
- Ip – IP Address
- UA – User Agent

These variables (used in JavaScript) allow you add these specifications to your tracking criteria. For example you may run a Paid Search campaign which directs traffic to a specific landing page and may only want to track calls made from that landing page rather than all your Paid Search campaigns, or you may want to filter out certain IP addresses (such as those from staff phone or computers) so these calls are not tracked.

The extra call tracking criteria can be entered for each CID in the Extra Tracking Criteria field in the Edit Business Details section of the Delacon Portal:

Extra Tracking Criteria [   ]   Custom JavaScript code inserted by Delacon for any Extra Tracking Criteria being used. Please discuss this with your account manager before any modification.

Examples:

- lpg.match(/compaign1/) ; campaign1 is part of landing page URL, the match is a regression expression, so be careful. Otherwise it can be 'lpg.indexOf("compaign") != -1
- ref.match(/facebook/) ; referral from facebook, however, be careful as some mobile browsers hide the referral information
- ip!=('12.23.45.67') ; filter out certain IP addresses such as customer's home IP address
- ua.match(/android/) || ua.match(/iphone/) || us.match(/mobile/) ; only for mobile browser

Please note this criteria can only be set up and edited by the Delacon Support team.

If you would like to use this Extra Tracking Criteria, please speak to your account manager or contact Delacon Support.

4. Grouping CIDs

Multiple CIDs can be grouped together that have the same termination number and business identifier. As each CID can be setup to track calls based on a specific criteria, you can make sure a larger criteria or variation of call sourced can be tracked.

For example, CID 001, 002 and 003 are set up each with their own criteria and each with their own set of rolling numbers. If a call is made and the web traffic comes in and matches with the criteria of CID 001, a tracking number from the CID 001 pool will display. If 001 is not a match, it will cycle to 002. If 002 is not a match it will cycle to 003 and so on. If none are a match, it will cycle back to 001 and display the non-call tracking number pool.

Example:

<script src=''//vxml4.plavxml.com/sited/ref/221-14381-g-10001-10002-10003" />

If you would like more information about this please speak to your account manager.

5. Advanced Number Substitution Options

If your site uses word/text phone numbers e.g. 1300 Delacon, our tracking code can accommodate this through the use of a specific configuration of the business phone number field in the Delacon portal.

We can also accommodate where you have multiple phone numbers i.e. different phone numbers on the same page and want to update both with the same call tracking number.

Basically this means that our tracking code can pick up these various number configurations and update them with a Delacon call tracking number.

Configuration for multiple numbers:

1. Login to the Delacon Portal.

2. Navigate to Reporting -> Reporting (OLD) to load the management portal.

3. Click on 'Edit' for the relevant CID you want to update.

4. Scroll down to the 'Business Phone Number' field.

Business Phone Number		This number will be displayed when visitors are ...more

5. Define the numerical version of the numbers that exist on the page without any formatting i.e. remove any spaces, brackets etc.
6. Enter this number into the 'Business Phone Number' field.

7. Ensure these numbers are separated by a dollar sign ($). E.g. 1300123456$1300456789

8. Click 'Submit Update'

Configuration for word numbers:

1. Follow steps 1-4 as above.

2. Define the numerical version of the word number e.g. 1300Delacon would be defined as 1300335226.

3. Add the numerical version of the phone number to the business phone number field followed by hash (#) followed by the text version of the number. E.g. 1300335226#1300Delacon.

4. Click 'Submit Update'

These two configurations can be combined as long as separated by the appropriate character. E.g. if you have multiple numbers and one of these numbers is a text number you would configure as below:

1300123456$1300335226;1300Delacon

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.