

A hand is shown pointing at a laptop screen. The background is a dark blue gradient with various digital icons overlaid, including a magnifying glass, an envelope, and a shopping cart. A large, semi-transparent circular graphic with concentric lines is centered over the hand and screen. The text 'WHITE PAPER' is written in a light blue, sans-serif font.

WHITE PAPER

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# OPTIMISING AND ATTRIBUTING PHONE CALLS FOR PARTNER MARKETING

**Delacon**

**IF PARTNERIZE™**

# INTRODUCTION

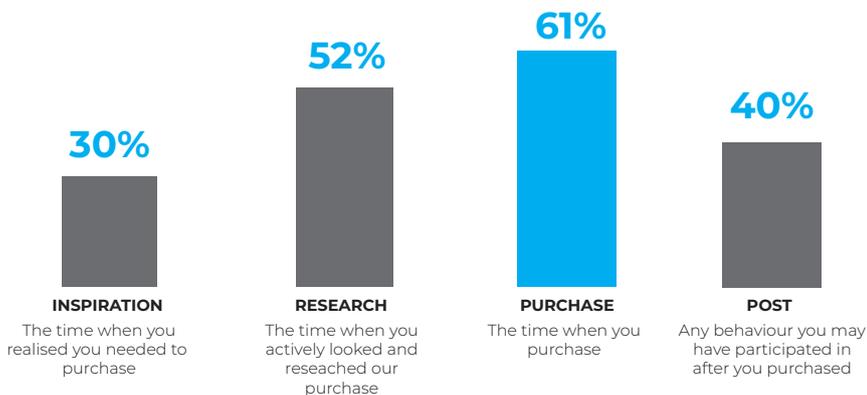
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Partner Marketing has become the mainstay of the major brand's marketing strategy. While once thought of as simply a lead generation tool through affiliates, creating strategic marketing partnerships has become vital for brand engagement and discovery. 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 figure 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 inbound calls. For CFOs and COOs, “self-serve” digital touchpoints meant that they could cut call centre head count and offshore for lower costs. But the rise in digital saw a massive increase in mobile phone and smartphone ownership – and this has changed the ways consumers interact with brands 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, in lots of categories, a customer journey is likely to include an inbound call – or several – at critical times in the consumer path to purchase. This is particularly true 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 consumer expects brands to provide information on their terms. They expect it to be available online or offline, on any device, whenever or wherever they seek it. They are willing to shift brands 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 inbound calls. In fact, the availability of bespoke information can mean the difference between a sale or missed opportunity. 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. The concept challenges the biggest of brands, and create enormous opportunities for the next generation of consumer-minded entrepreneurs.

### A Typical New Customer Journey



## 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 –

**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**



# PARTNERIZE AND DELACON PARTNER TO 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 for a lead or a sale.

## 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.

The partnership between Delacon and Partnerize ensures that call centre data can be reported in the same ways as web clicks or mobile taps. By working with both companies, 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 or call, and then leave a lead or make a purchase. 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, Delacon enables 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.

**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)

### 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

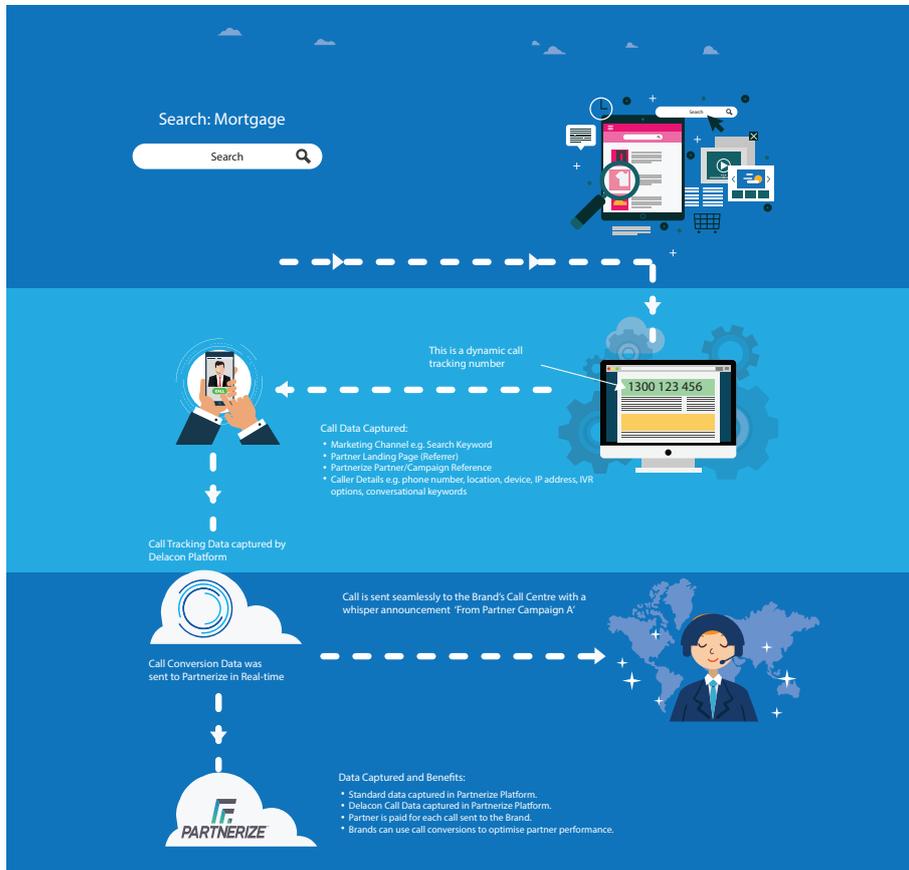


The call conversion is then reported within the Partnerize platform, attributing the call to that specific partner and rewarding them accordingly. Partner performance measurement becomes more accurate, and can be optimised towards higher-valued conversions.

The Delacon 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 Partnerize 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 tracking collects critical data for measuring campaign and partner effectiveness, and passes it to Partnerize.
- Partnerize combines call centre insights with data from digital customer paths for “apples-to-apples” comparisons and reporting.

### Results:

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



# HOW TO GET STARTED

Delacon and Partnerize have a partnership offering brands and partners an integrated solution utilising Delacon's leading global call analytics platform and Partnerize'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 PARTNERIZE TO MEASURE YOUR CALL CONVERSIONS TODAY...

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



Visit Delacon at [www.delaconcorp.com](http://www.delaconcorp.com) or  
Partnerize at [www.partnerize.com](http://www.partnerize.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 Partnerize



Partnerize helps the world's leading brands build powerful partnerships that drive extraordinary business growth. The Partnerize Partner Management Platform (PMP) is an end-to-end, SaaS-based solution for forming, managing, analysing and predicting the future results of partner marketing programs, using artificial intelligence.

Hundreds of the world's largest brands leverage our real-time technology to manage more than \$6B in partner programs and financial exchanges across 214 countries and territories worldwide.

Partnerize is the trading name of the Performance Horizon group of companies. To learn more about Partnerize and partner marketing, visit [partnerize.com](http://partnerize.com)



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