



Effortless Call Tracking

Call Tracking Simplified. The call tracking platform of choice for Search, Display and Print Advertisers.

TELCO MAINFRAME

AvidTrak Server requisitions and receives telephone numbers from a TELCO Main frame then pushes a trackable number onto our client's web page for each search query.

How AvidTrak Works



Person searching on the Internet arrives onto your web page by clicking a paid or organic link. Each visit is issued a unique session ID.



AVIDTRAK SERVER REQUISITIONS

The person sees the dynamically assigned AvidTrak telephone number on the web page and calls the number



TELCO MAINFRAME
The TELCO mainframe switch completes the call by sending it to your Call Center or your office phone.



**CALL CENTER AND CRM
OR YOUR OFFICE PHONE**

**AVIDTRAK SERVER
REQUISITIONS**

The TELCO main frame pushes the inbound call data to AvidTrak





The screenshot displays the AvidTrak web interface. At the top, it shows 'SITE INFORMATION', 'SITE NAVIGATION', and 'Customer's Area' with a current balance of \$20.11. The main content area features a 'Calls Summary' line chart for the last month (07/01/2015 - 07/31/2015). Below the chart is a table of call data with columns for Keyword, Link Source, Calls, Conversion, First Call Date Time, Last Call Date Time, Visit Date Time, Avg Rating, and Match Type.

KEYWORD	LINK SOURCE	CALLS	CONVERSION	FIRST CALL DATE TIME	LAST CALL DATE TIME	VISIT DATE TIME	Avg Rating	Match Type
Google Organic	Google Organic	6	2	07/09/2015 10:10:18	07/27/2015 08:14:02	07/09/2015 09:10:21		broad
Google PPC	Google PPC	3	2	07/01/2015 04:07:18	07/21/2015 16:30:11	07/01/2015 01:04:21		exact
Google PPC	Google PPC	2	2	07/25/2015 12:51:48	07/31/2015 10:46:24	07/15/2015 12:48:21		phrase
Google PPC	Google PPC	2	0	07/02/2015 14:51:16	07/03/2015 20:19:48	07/01/2015 15:27:26		broad
Google PPC	Google PPC	1	0	07/22/2015 10:47:37	07/22/2015 10:47:37	07/22/2015 10:46:15		broad
Google PPC	Google PPC	1	0	07/04/2015 14:02:44	07/04/2015 14:02:44	07/04/2015 12:13:26		exact
Google PPC	Google PPC	1	1	07/25/2015 12:12:21	07/25/2015 12:12:21	07/25/2015 11:38:49		phrase
Google PPC	Google PPC	1	0	07/09/2015 10:17:45	07/09/2015 10:17:45	07/09/2015 09:59:09		broad
Bing Organic	Bing Organic	1	0	07/20/2015 05:09:19	07/20/2015 05:09:19	07/14/2015 02:23:49		broad

AvidTrak Utilize the phone data and visitor session data to match calls to keywords, ad campaigns, etc.

Optionally keyword cost data may be obtained from Google. AvidTrak Clients login to the system and view the reports online