



# Effortless Call Tracking

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

## Features Overview

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## Tracking Numbers

Get Toll Free and Local Numbers with Call Recording, Greeting and Whisper Functionality. Port Numbers into and out of AvidTrak Easily!

Choose from thousands of Toll Free & Local Numbers.

Configure and Deploy Numbers in your campaigns instantly



### Recording with a click



Enable Call Recording with a click of a button. Playback and listen to calls and email call recordings

### Greet Callers with a message

Greet Callers with a message before the call is connected. Inform Callers that calls may be recorded.



## Whisper source of lead

Whisper source of lead to Call Attendant before call is connected



## Port your existing numbers



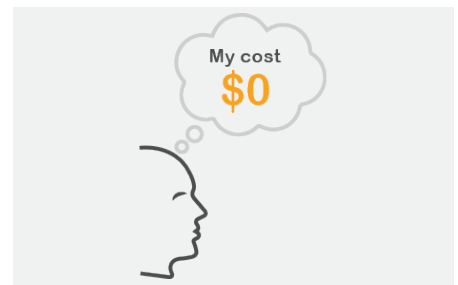
You can port your existing numbers into AvidTrak easily. We port thousands of numbers from other carriers every year into our platform.

## Agency Platform

AvidTrak Agency Platform allows you to Manage Hundreds of Call Tracking Accounts with One Login Interface

Setup a White Labeled Agency Platform for Free.

Create and Manage an unlimited number of call tracking accounts for your clients through the Agency User Interface



Issue a Unique User ID and Password for each Client



Enable every client to view his/her call tracking account activity using own login ID and Password

Pay call tracking charges on behalf of your Client or allow your Client to Pay

Our platform allows you to setup payment option such that your clients can pay AvidTrak directly. Alternatively, you can setup AvidTrak Agency platform to collect payment from you directly.



## Markup Call Tracking Charges

You may setup different rates for call tracking based upon your business strategy. Your clients will see the monthly costs based upon the tariff that you set.



## Client Account Performance Reports



Issue account performance reports via automated emails.

For Agencies engaged in vertical specific business lead generation aggregate data and view reports using "grouping" feature

## Reports

### Use Keyword, Ad Group & Campaign Call Reports to Streamline your Bid Strategy

View Call Reports at Campaign or Ad Group Level to get a holistic picture of the health of your ad campaigns

Utilize Keyword Call Report to optimize the Max CPC spend on your Keywords



### Referral Source Report can help you Identify hidden marketing channel gems



Track and reward websites that send you traffic that lead to phone call leads.

Referral Source Report (aka LinkSource) identifies websites that send you traffic that leads to phone calls.

Use Dynamic Number Insertion to track specific keywords from specific marketing channels

### Tactics Overview Report provides you a Bird's Eye View of what is working and what is not

Get a comprehensive and succinct view of the marketing channels that are sending you traffic and calls

Review not only phone call performance but also Online performance of your marketing tactics. See which marketing tactic works best in creating form conversion for you.

Run daily, weekly and monthly Tactics reports.





## Need Adwords Integration? We excel at that task!

Imagine being able to suck all your Adwords account data into your call tracking platform. Imagine being able to view how much each keyword costs you in generating a phone call. AvidTrak-Adwords Call Report delivers you these details.



## Missed Call & Repeat Call Report

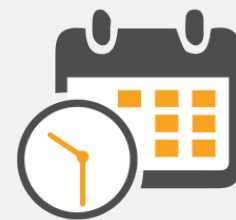


If you are spending a ton of money on ads you want to know if phone calls are being missed. Run the missed calls report to see how many calls went unanswered.

Utilize the Repeat Calls Report to filter out first time callers from repeat callers

## Calls by Day and Time of Day Report

Take the guess work out of calculating your phone-agent work load. Use Day and Time of Day report to view call loads by day and hour of day.



## Customized Reports delivered to You Daily, Weekly and Monthly via Email



Every business is unique. We recognize that and if there is a customized report that you need just ask us.

AvidTrak Product Support Team excels at understanding and delivering customized reports via FTP, API or Email. So challenge us with your tasks. We will deliver.

## Integrations

Report Calls into Google Adwords, Universal Analytics, DoubleClick For Advertisers (DFA), Salesforce, Marin Software & Adobe SiteCatalyst!

- Google Adwords
- Google Analytics
- Google Universal Analytics
- Google DFA
- Salesforce
- Marin Software
- Adobe SiteCatalyst (Omniture)



### Utilize AvidTrak Integration with Wordpress



Utilize AvidTrak Integration with Wordpress to dynamically insert call tracking numbers into your Wordpress enabled website

### Import and merge your Google Adwords data into AvidTrak

Import and merge your Google Adwords data into AvidTrak to learn the cost difference between Online Conversions and Phone Call Conversions at a Keyword Level!

Learn more about the benefits of Importing Your Adwords Data into your AvidTrak Account



## Dynamic Number Insertion Call Tracking for your WIX Enabled Website is available on AvidTrak. Track Calls Back to Paid Search and Social Media Campaigns. Use Keyword Data to Optimize Your Paid Search Bids.

Use Dynamic Number Insertion on your WIX enabled website to perform Call Tracking

Track Phone Calls back to the Marketing Channel that delivered you the Phone Lead

Use Call Recording to Train and Improve performance of your Sales and Support teams

Use Advanced Call Routing to Never Miss a Phone Lead

Block Nuisance Spam Callers



## Types of Tracking

Implementing Source Level and Search Keyword Call Tracking takes Minutes and can help you Save Thousands in Wasted Ad Spend.

Assign a unique call tracking number to each source of web traffic: Google, Yahoo, Bing, Facebook, LinkedIn, Yelp and thousands more marketing channels

View the performance of your marketing channels (sources) in an easy to understand report.



Use Dynamic Number Insertion to track specific keywords



Knowing which Paid Search Keyword is creating calls is a necessity for increasing revenue and profits from Paid Search Campaigns

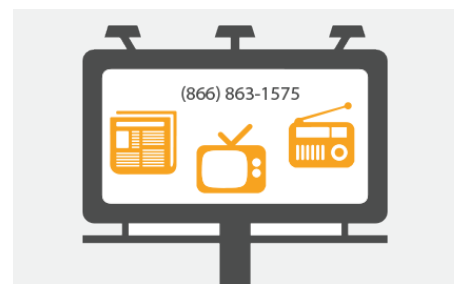
Use Dynamic Number Insertion to track specific keywords from specific marketing channels

DON'T forget to track the performance of your Offline Marketing Channels! Tracking Calls from Print, Radio and TV campaigns leads to better allocation of your Ad Dollars.

Setup Call Tracking for Offline Channels in Minutes

Use Call Whisper "TV Ad 1000" to alert call attendant of source of lead

Run daily, weekly and monthly reports of Offline Ad Campaigns



## Need Custom tag call routing and call tracking? Yes, we absolutely do that!

You can show specific landing pages based upon a click's tag. Now you can route calls to specific recipients based on that tag

Use custom tags to route calls to specific sales specialists. Example, route calls to specific agents based on the ad clicked.

Run reports on custom tagged clicks and calls from custom tagged clicks.



Effectively Managing Ad Budgets for Franchise Businesses can be challenging work. But with AvidTrak, implementing Keyword or Source Level call tracking is simple and cost effective.



Keep track of the leads you generate for each Franchisee

Track back each lead to the specific keyword and marketing channel

## Track Online Conversions from Web Forms and Email on AvidTrak

We are avid about tracking which means we support your efforts to track online web form conversions, downloads and emails.

Use our Online conversion tracking feature to track online conversions of web contact forms, white paper downloads and even emails.

Run reports on different online conversions for various periods.



## Manage Adwords Mobile Call Only Campaigns with Your Own Numbers. Integrate Adwords Call Only Campaign Data into AvidTrak

Use AvidTrak Phone Numbers in Adwords Call Only Campaigns to Get More Data on Who is Calling You

Record and Transcribe Calls from Adwords Call Only Campaigns

Integrate Adwords Call Only Campaign Data into AvidTrak to get clear picture on Cost Per Lead

Track Calls at Keyword or Campaign Level

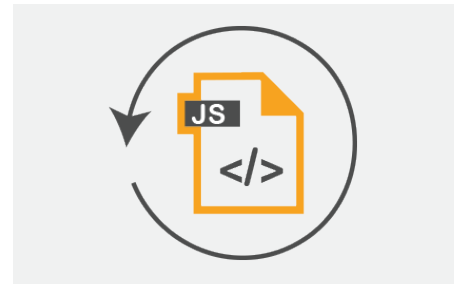


## Productivity Tools

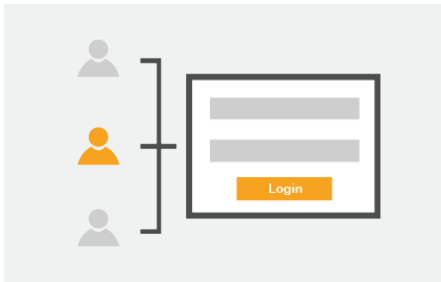
AvidTrak offers a Range of Productivity Tools to Implement Call Tracking. Utilize these tools to save time and cut common tracking mistakes.

After installing your account specific AvidTrak dynamic insertion JavaScript code on your web pages, you should utilize the code check utility to ensure that you have installed the script correctly.

Validating the correct installation of the code will save you time in getting your phone number dynamic insertion started.



### Assign Multiple Users to an Account & Implement Account Access Controls



AvidTrak allows the same account to be operable by many Users.

As an Administrator you may control access to account functions of other Users

### Setup AvidTrak to submit Reports to your Server via FTP

If you have many automation tools in place take advantage of AvidTrak Platform's ability to FTP call tracking reports to your Server.

Use of the FTP Report functionality is free and you may receive daily, weekly and monthly reports.



Yes, implementing tags on your Ads can be cumbersome and time consuming. But AvidTrak can make this job less dreary

Use the AvidTrak Platform to create tags for Adwords ValueTrack. You can also create Custom Tags for Display and 3rd Party Sites.



Create Transcripts of Call Recording and Use Keyword Spotting tool to Identify a Sale, or an unhappy Customer.



Use AvidTrak to record phone conversations.

Transcribe call recordings into searchable text.

Set keyword flagging to identify sales.

Tag conversations to alert you on an unhappy customer



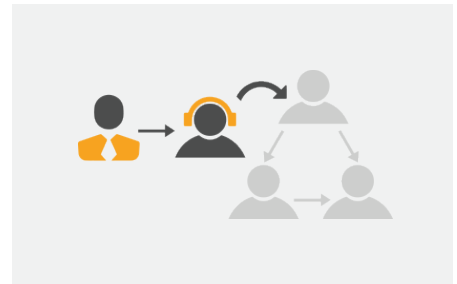
## Call Routing

Never miss a lead with AvidTrak Advanced Call Routing System. Manage incoming call load with Round Robin. Route an incoming call to multiple recipients concurrently.

Use Round Robin Call Routing to sequentially hunt for a recipient.

Set the number of rings a recipient's number will ring before advancing to the next recipient.

Optimize utilization of your team's time.



### Patch an incoming call to multiple recipients



Patch an incoming call to multiple recipients simultaneously.

Incoming call will ring on many phones simultaneously until it is answered

Reduce Customer wait time to speak with an Agent

Route your phone leads intelligently based on Time of Day call-routing. Use an incoming call's Caller ID to distribute incoming call load evenly.

Never miss a lead that occurs after office hours and/or on holidays.

Setup time of day call routing rules to deliver calls to available resources

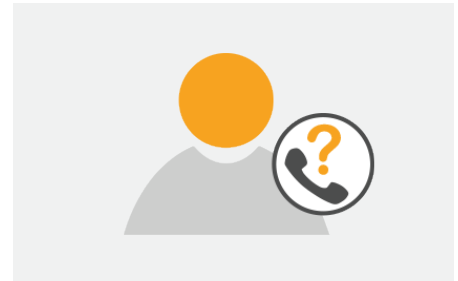


## Caller ID Call Routing

Route incoming calls to agents based on the Caller ID.

Improve efficiency and resource utilization of call center by matching the location of available agents with Caller ID

Reduce Customer wait time to speak with an Agent



## Implement IVR (Interactive Voice Response) to gauge call load on Sales and Service Departments. Use Voicemail to capture a Customer's Message



Bring clarity to your decisions on staffing needs by collecting data on which department receives the most calls from clients

Use IVR to allow your customers the flexibility of choosing which department they wish to connect to within your company

## Share voicemail messages via Email

Never miss a lead by allowing your customers the convenience to leave messages for you

Receive via Email recorded voicemail messages

Share voicemail messages via Email



## Utilities & Tag Mgmt Support

### Utilize Powerful Web Services API to obtain Call Tracking Reports on Demand

Utilize SOAP based Web Services API to build proprietary dashboards

Merge AvidTrak data with your bid management tools to enhance productivity of your bid platform



### Use Voice Recording Transcription Services to Hunt for Keywords



You may create transcripts of voice recordings.

Setup AvidTrak to deliver you transcripts of recordings. Use the transcripts to search for specific keywords

Note: Voicemail transcription is an extra charge and is limited to 2 minutes of recorded conversation

### AvidTrak can hunt and dynamically replace Vanity Numbers

AvidTrak can search for and find vanity numbers which may be dynamically replaced with a tracking number.

Simply type in the Vanity Number sequence (letters and digits) into the Target Number SMART replace field and AvidTrak will perform dynamic number insertion.

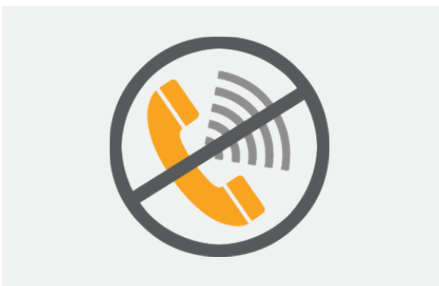


## Report Online Conversions together with Phone Call Conversions

Imagine being able to use the same platform to view not only phone call conversions but also Online form conversions. AvidTrak may be setup to capture Online conversions. You may capture contact-form submissions, downloads and even clicks to your Email links.



## Block those nuisance SPAM Callers from bothering you!



SPAM Robo-Callers can be a nuisance to your daily work schedule.

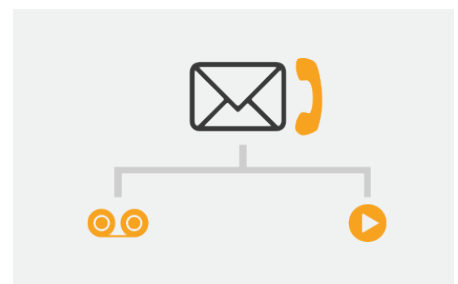
AvidTrak allows Agency Caller blocking functionality such that an Agency can setup a Master list of Blocked Caller IDs. These Blocked Caller ID at Agency Level are applied to all Agency clients operating on the AvidTrak platform.

Individual clients may block caller ID at their account level.

## Listen to Call Recordings and then share the Recording with others via Email

Listening to a Call Recording is as simple as clicking a button to hear the recording streamed to your Computer, Tablet or Smartphone.

You can share the call recording with another person simply by clicking the Email icon next to the recording link and transmit the recording link via Email.



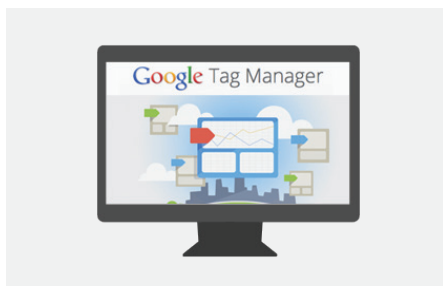
## Tag and Append Notes to Calls

As you listen to call recording you can easily tag the call as Sale, Inquiry, SPAM etc.

After completing call tagging you may type in an append notes to the call to remind you of the content of the recording.



## AvidTrak Supports Google ValueTrack Tagging Parameters



Google ValueTrack Tags offers a powerful way for advertisers to gather information on Google's Search and Display partners responsible for traffic.

What's more you can get information on ad position, placement, creative and network type that resulted in the click. Tying back phone calls or online conversions to ValueTrack tag parameters helps you improve your bid and placement strategy.

## Does your Enterprise use Ensignten Tag Management? AvidTrak works very well with Ensignten

If you are like one of AvidTrak's very large Enterprise Clients you probably use a tag management tool such as Ensignten to automatically serve up JavaScript and other tags based on a visitor's click parameters.

Unlike many JavaScript tracking codes, AvidTrak JavaScript code and Ensignten tag management work seamlessly without delays in page load or data loss.

