Setting up Delacon AdWords Call Extensions

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Introduction

Delacon's AdWords Call Extensions enables you to place call tracking numbers into Google's AdWords Call Extensions. This allows calls made directly from the ad without the caller clicking through to the landing page to be tracked.

Delacon offers two types of call extension services- our standard call extensions and our new call extension auto- assignment.

You can choose the process that best suit your needs. If you have multiple AdWords campaigns or AdGroups, our call extension auto-assignment is a quick and simple method for Delacon to automatically assign numbers to your AdGroups and campaigns on your behalf. Auto-assignment also balances AdGroups based on the number of impressions your ad receives to maxmise data precision.

Steps 1-3 is used for all Delacon call extensions, with step 4 varying dependant on whether you are using our standard call extensions or call extension auto-assignment.

There is a four-step setup process to set up fundamental call extension functions:

1. Setup of your CID and call tracking numbers (this step may be done by your Delacon Account Manager).
2. Setup Delacon's AdWords Integration.
3. AdWords Extensions Mapping.
4. Enter Call Tracking Numbers into AdWords (this step becomes automatic with call extension auto-assignment).

Please note this feature does not work for Call Only campaigns and ads.

A further two steps are required to push the call extensions data into Google Analytics;

5. Pushing Call Extensions into Google Analytics
6. Setting up custom Call Extensions Reports in Google Analytics

An additional step is required to push call extensions data into DoubleClick:

7. Integrating Call Extensions into DoubleClick Search.

Step 1 - Setup of CID and Call Tracking Numbers

This step will be done in conjunction with your Delacon Account Manager. Please speak to them before completing this step.

Step 1

Decide on the amount of call tracking numbers

You will need to make a decision on how many call tracking numbers you will need for your AdWords call extensions. The amount of numbers you will need will depend on the number of impressions you expect your ads to receive.

Generally, we recommend 1 number per 3,000 campaign impressions per month. If you expect a high volume of impressions, we would recommend you use multiple tracking number for multiple AdGroups. When using call extension auto-assignment, your campaigns and AdGroups will automatically balance to reflect best data and Delacon will allocate numbers to your campaigns and AdGroups on your behalf.

Step 2

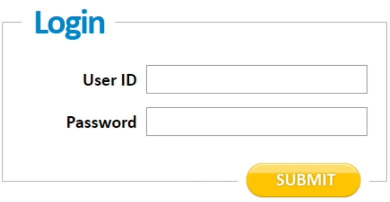
Order Numbers

Once you have decided on the amount of call tracking numbers you require, you will need to order them. You have two options for ordering numbers:

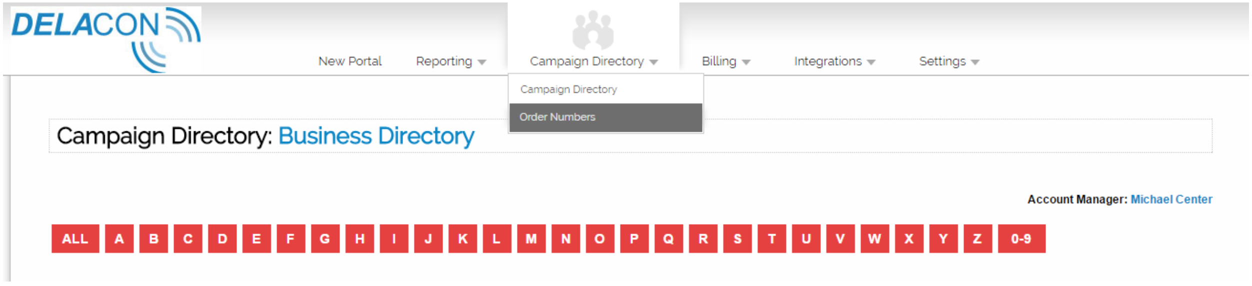
<u>Option 1: Self Ordering</u>

You can order call tracking numbers with our self-ordering tool in the Delacon Portal:

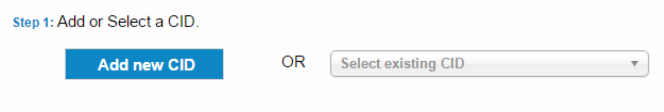
1. **Login to Delacon Portal**



2. **Click on 'Campaign Directory' and 'Order Numbers'**

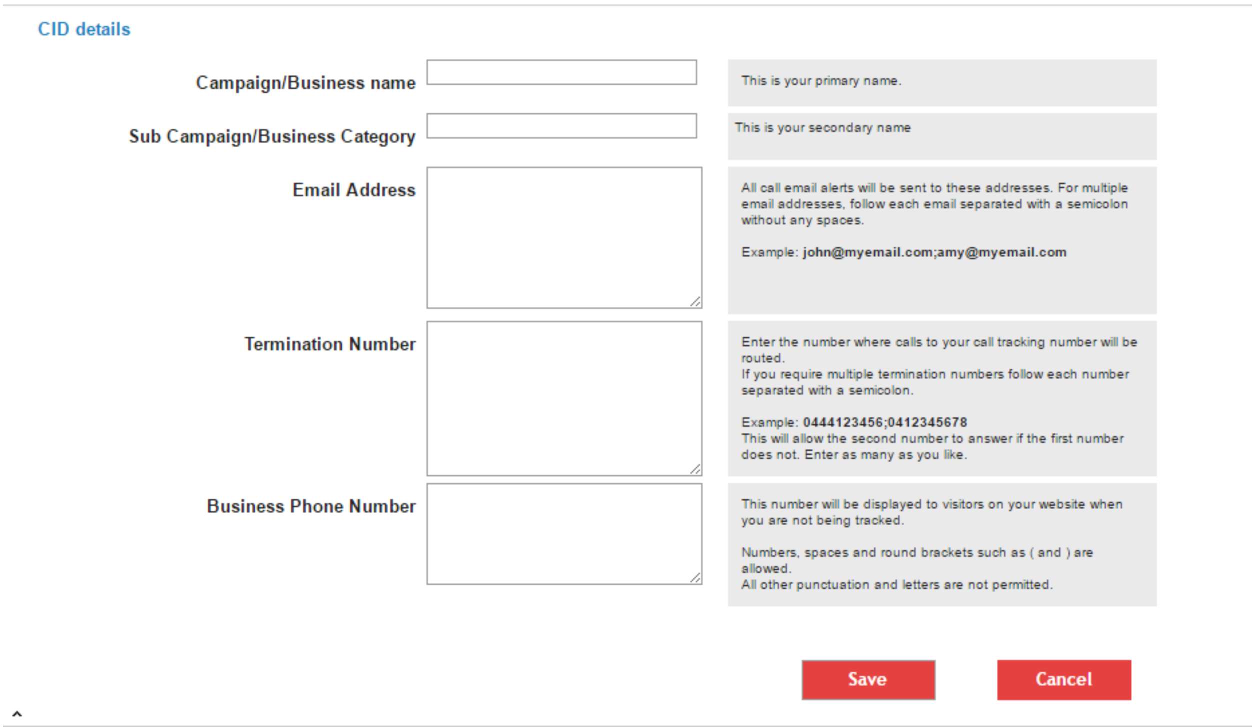


3. **Select 'Add new CID'**

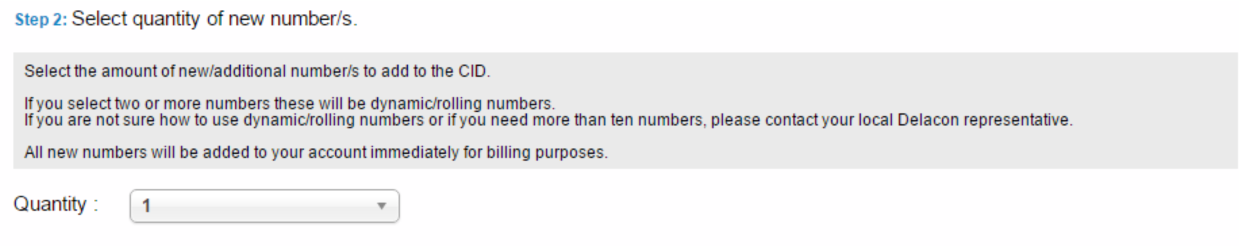


4. **Enter CID details:**

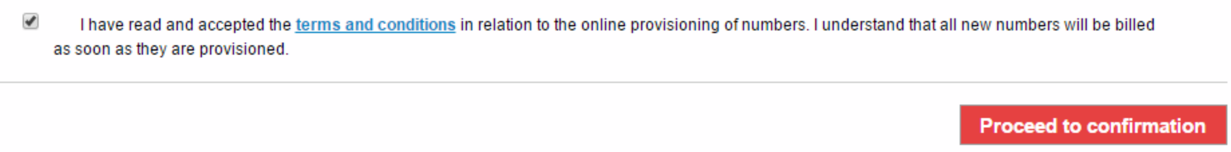
- Campaign/Business name: Choose a name for your phone number that is easily identifiable. We suggest naming it after the AdGroup or Campaign the number will be used on followed by '_ AdWords_Ext'.
- Sub Campaign/Business Category: We suggest using 'AdWords_Ext' so it is easily identifiable as a phone number associated with an AdWords campaign.
- Email Address: Enter the email address your call notification emails will be sent to.
- Termination Number: Enter the number where calls will be routed to.
- Business Phone Number: Enter the number where calls will be routed to.



5. **Select '1' for quantity of new numbers**



6. **Check the 'Accept terms and conditions' box and click 'Proceed to confirmation'**



Please note if you require multiple numbers to add to your call extensions, you will need to follow this process for each number. Do not select more than 1 number/CID when ordering.

If you require a large amount of new numbers, please follow the process below.

Option 2: Email Delacon

Email orders@delaconcorp.com with the amount of new call tracking numbers you require and Delacon's Provisioning Team will set these up for you or contact your account manager.

If you have an IVR:

If you have an IVR attached to the call extension numbers and you want to report on the menu tones selected by callers, please email your IVR menu tones to support@delaconcorp.com and copy in your account manager requesting setup of DTMF Capture and description.

Step 2 - Setup Delacon AdWords Integration

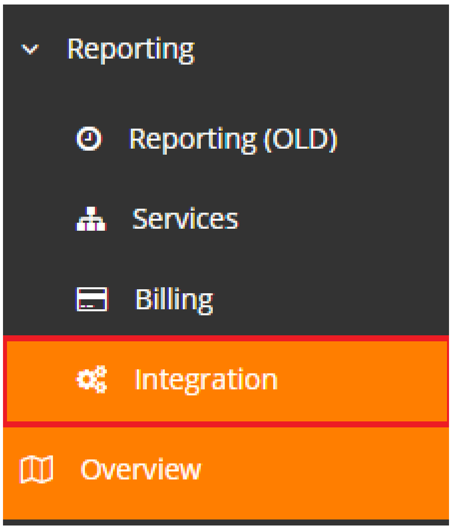
Once your numbers have been provisioned, in order to setup Delacon's Call Extensions, you will need to setup Delacon's AdWords integration. Please follow the steps below:

Step 1

Login to the Delacon portal

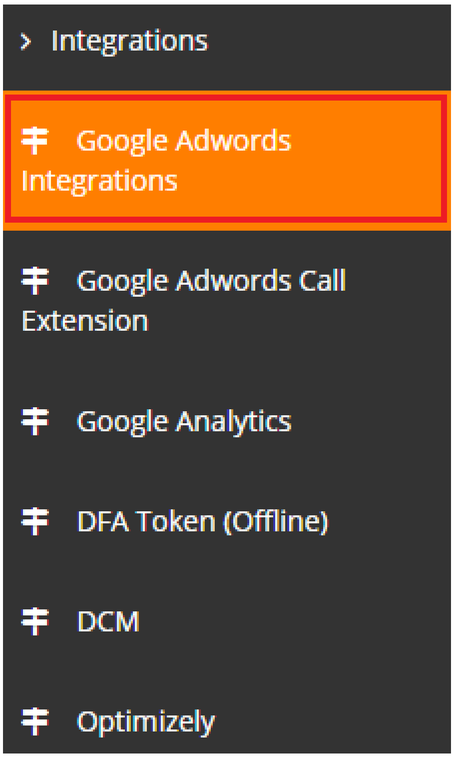
Step 2

Navigate and click on the Integration menu in the left sidebar:



Step 3

Navigate and click on the Google AdWords Integration menu in the left sidebar:

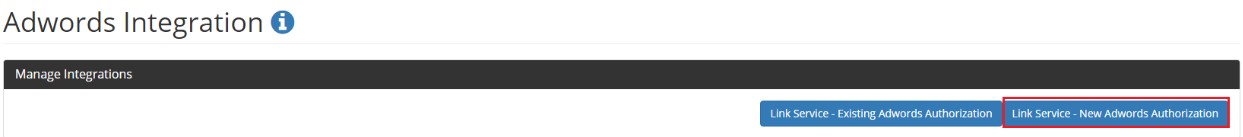


Step 4

On the next screen click on "Link Service - New AdWords Authorization"

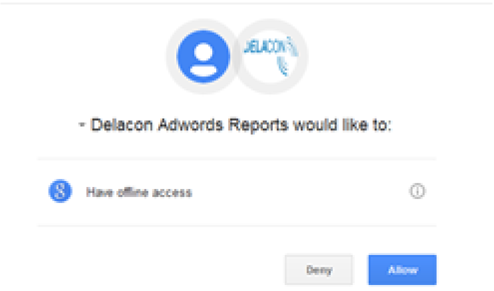
Step 5

After login, click on "Link Service - New AdWords Authorization"



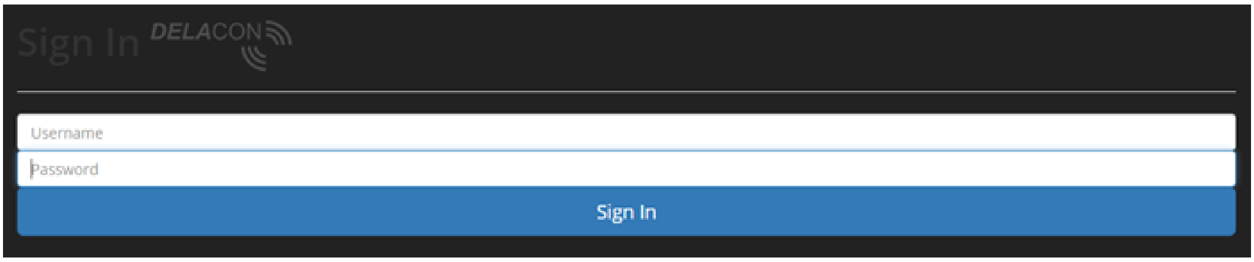
Step 6

Click on "Allow"



Step 7

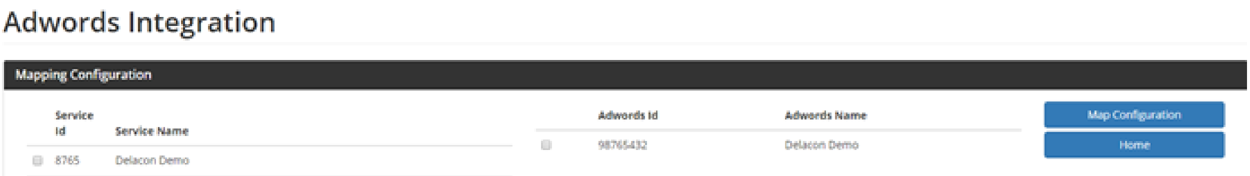
On the next screen enter your Delacon login details again:



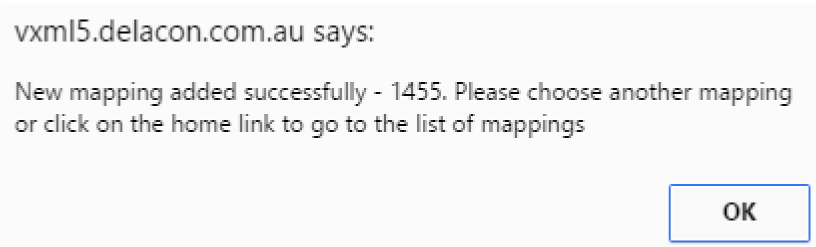
Step 8

You now need to map the Service ID with the AdWords ID.

To do this, check the box for each Service ID (CID) you want to map then click "Map Configuration":



Once Mapped a pop-up box will display:



Click "OK"

Step 9

This completes the integration.

Once integrated, the AdWords data will be available for AdWords generated calls which have Google Click Id (GCLID) in the landing page. Data will generally be available from the next day following the integration.

Please note the AdWords data is only available after next day after 7AM Australian Eastern Daylight Time.

Step 3 - AdWords Extensions Mapping

In order for your AdWords call extensions to work, you will be required to map each Delacon phone number that has been mapped in call extensions to the respective AdWords ID.

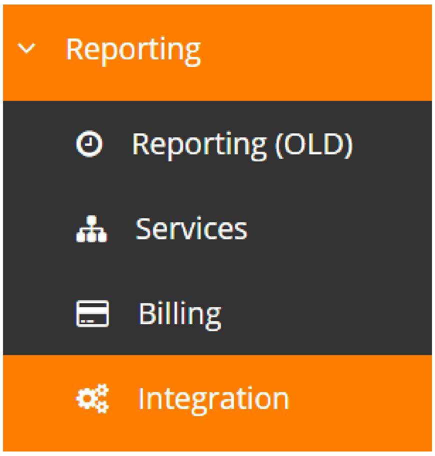
Please follow the steps below to complete this process:

Step 1

Login to the Delacon Portal

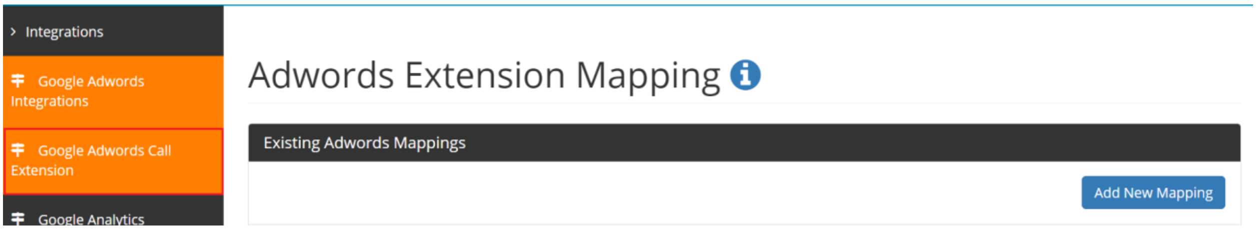
Step 2

Click on Reporting -> Integrations:



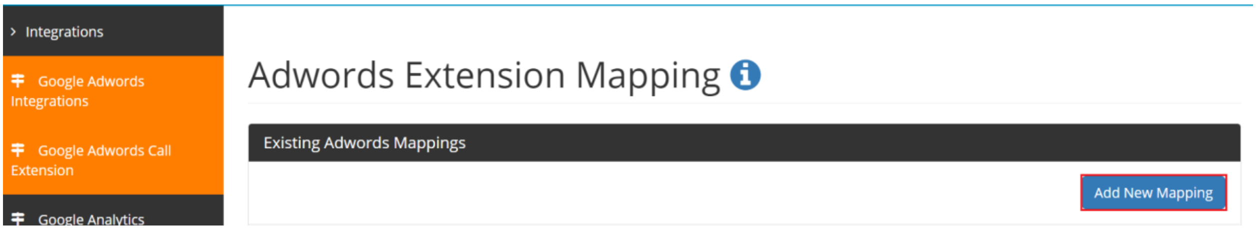
Step 3

Click on Google AdWords Call Extensions link in left sidebar menu:



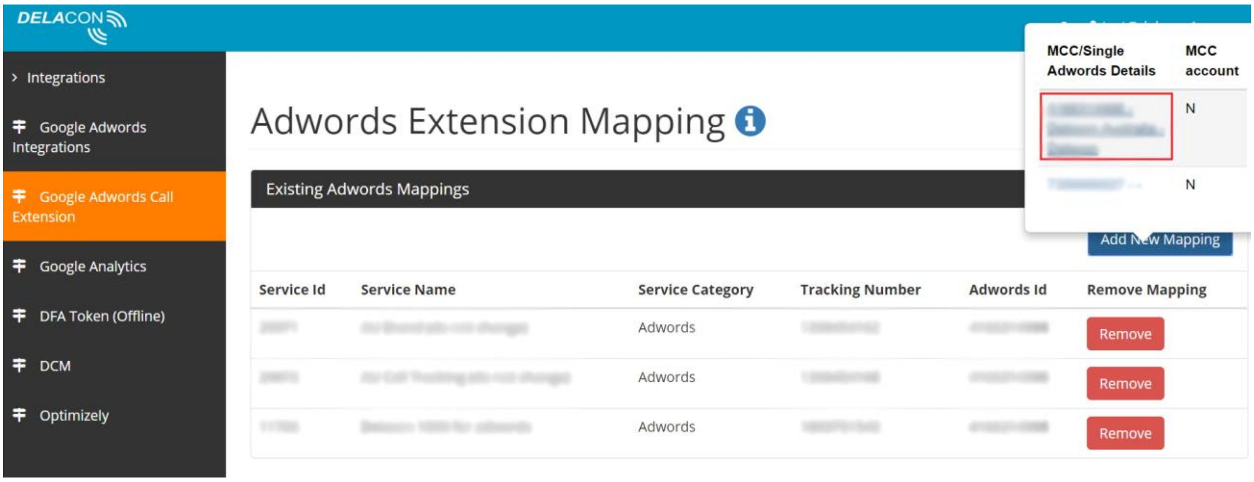
Step 4

Click on Add New Mapping button:



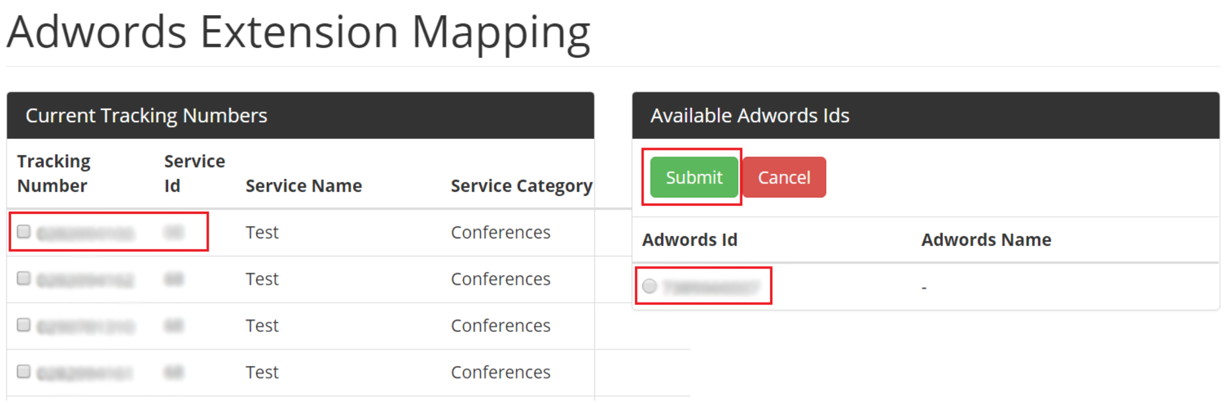
Step 5

Click on the link in the pop-up box:



Step 6

Select the tracking number you wish to map, select the AdWords Id you want to map to and click Submit:



You have completed the Delacon Call Extensions Setup. To enter the call tracking numbers as your AdWords call extension numbers in your AdWords campaigns, please follow the normal practice.
Please note: you can map multiple tracking number to one AdWords ID however you cannot map a tracking number to multiple AdWords Ids.

Step 4- Add new call tracking extension numbers into AdWords

Section A: Delacon's standard call extensions (for call extension auto-assignment please go to Section B)

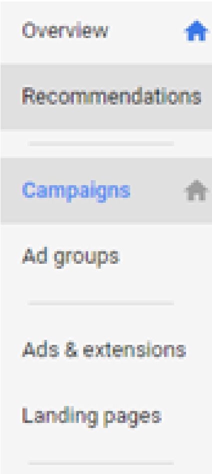
You have two options when adding new call tracking extension numbers to AdWords. You can either add them at a Campaign level or at an AdGroup level. The process for adding to either campaigns or AdGroups is the same:

Step 1

Sign into your AdWords Account

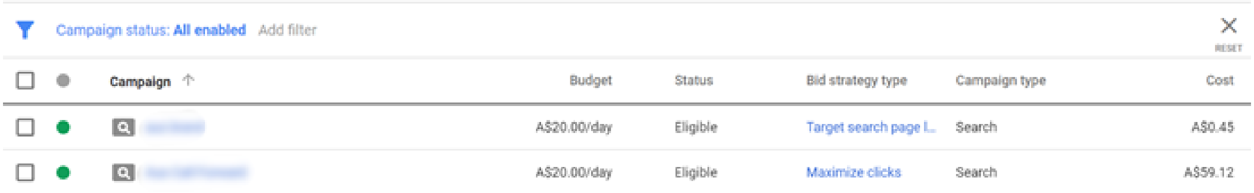
Step 2

Navigate to 'Campaigns' in the left-hand menu:



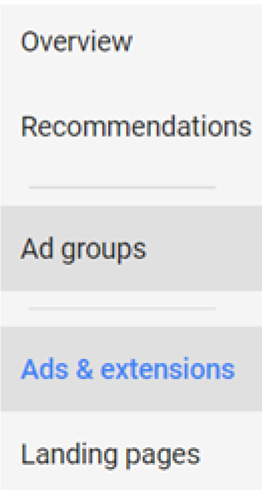
Step 3

Select the campaign you want to add Call Extensions to:



Step 4

Click Ads & Extensions in the left-hand menu:

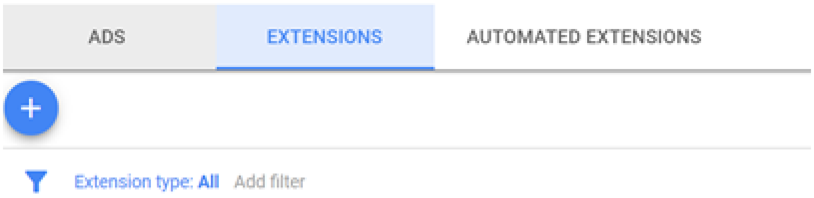


Step 5

Click on 'Extensions' in the top menu bar:

Step 6

Click on the '+' icon:

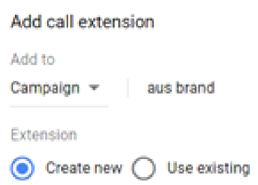


Step 7

Select 'Call Extensions' from the pop-up menu:

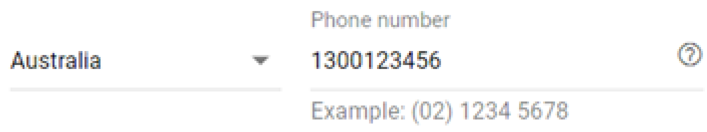
Step 8

Select 'Create new' to create a new call extension:



Step 9

Select the country you are setting up Call Extensions for and enter the Delacon Call Tracking number you have been assigned:



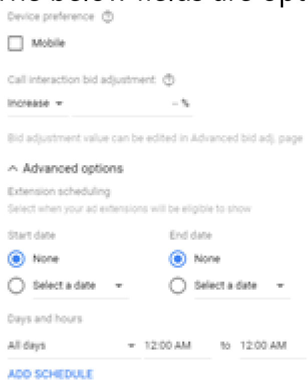
Step 10

Ensure Call Reporting is turned off:

This needs to be Off as if it is turned on, when a call is made, AdWords will show the Google Call Forwarding number which will forward to the Delacon 1300 number and only calls from mobile phones will show as a conversion in AdWords. By selecting Off, the correct number will display, and calls from both mobile phones and land lines will show in the Delacon portal.

Step 11

The below fields are optional to complete



:

Step 12

Click Save:

Repeat the above process for every campaign/AdGroup you are adding a call extension number to when using this standard call extension set up method.

Section B: Setting up call extension auto-assignment

This innovative function will automatically assign phone numbers to each of your AdGroups and campaigns and balance your AdGroups and campaigns based on the number of impressions each receives- ultimately providing you with fast and precise data.

Call extension auto-assignment is the quickest and most efficient call extension process to date, especially useful if you have multiple AdGroups or campaigns.

Step 1

Prepare call extension numbers

To establish how many call extension numbers are required, we will need access to your monthly Adwords impression report. It is important that at least one month's worth of impression are available so that we can gain a sound understanding of how many numbers will provide the best solutions.

Generally speaking, each number should have approximately 100 impressions per day. If you are receiving more than 200 impressions in one day, it is better to divide ads into smaller AdGroups to create balance.

For best results an AdGroup that has 4000 impressions each day should ideally be separated into 20 AdGroups.

If you would like a part of your campaigns or AdGroups allocated, you will need to first classify them in preparation.

The call extensions auto-assignment manages call extension objects on an AdGroup level. It is possible to take care of all AdGroups under a campaign.

You will need to inform Delacon in regard to which termination numbers (numbers that calls are routing to) are used for your call extensions and how many call extensions share a termination number.

Step 2

Map/ Configure call extension numbers

Our support team will need to be advised how many tracking numbers you will be needing so that they can provision enough tracking/ customer ID numbers required.

You will need to provide Delacon authorization from Adwords via your New Portal interface. Please complete your Step 2 AdWords Integration if you have not already done so (Link step 2 set up of Adwords integration from this doc to this section).

Please ensure that Step 2 (link AdWord Integration) and Step 3 (link Adwords call extensions set up guide) have been completed. **If you need some assistance, please get in contact with your account manager.**

We will then enable auto-assignment.

Please Note:

1. **If you want to use call extensions, make sure you do not choose the location extensions feature when setting up your call extensions. This will conflict with your call extensions number. Make sure you select 'call extensions.**
2. **If you have not previously verified the ownership of your domain in AdWords, you may find that your extension ads get disapproved. This happens when Google crawls the website and does not find the Delacon number that is being used in the call extensions.**

There are 2 ways to fix this issue, which are covered in this support article:
https://support.google.com/adwordspolicy/answer/6368661

Please navigate down to the 'Unverified phone number' section.

For further help, please contact support@delaconcorp.com

Step 5 – Selecting existing Delacon call tracking extension numbers into AdWords

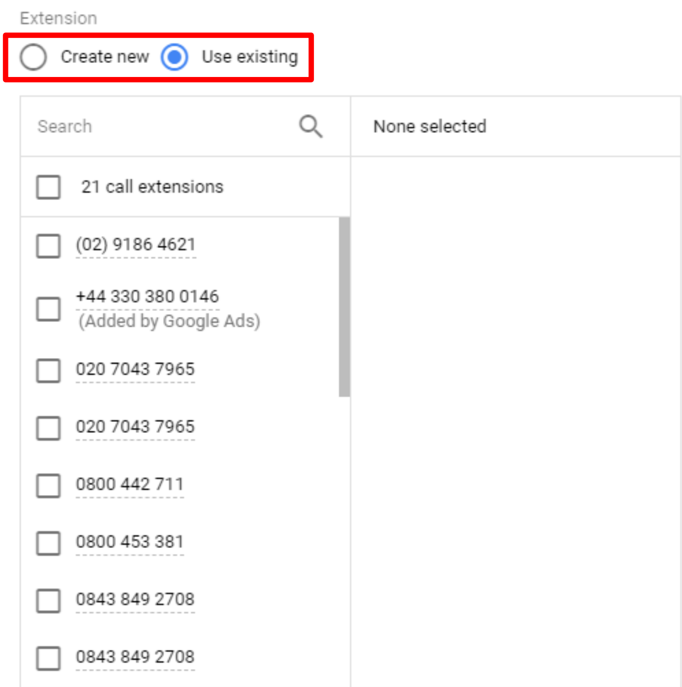
If you already have existing Delacon call tracking numbers setup in AdWords and want to add them to Call Extensions, please follow the below steps.

Step 1

Follow steps 1-6 above but instead of clicking on 'Create New', select 'Use Existing'

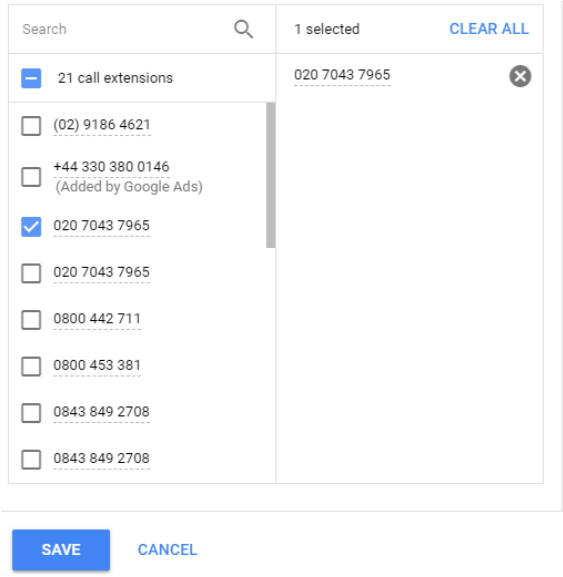
Step 2

This will display your existing Call Extension Numbers:



Step 3

Select the numbers you want to add to the campaign and click ‘Save’:

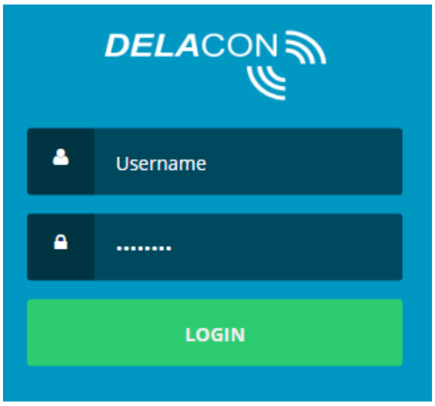


Step 6 – Pushing Call Extensions into Google Analytics

In order to push calls from Google Call Extensions into Google Analytics, you will need to setup a Delacon-Google integration for each CID being used for Call Extensions.

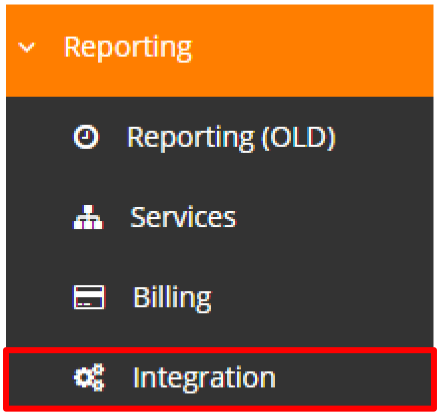
Step 1

Login to the Delacon Portal



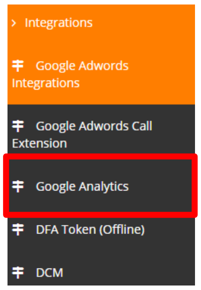
Step 2

Navigate to the Reporting Menu in the side bar and click on Integrations.



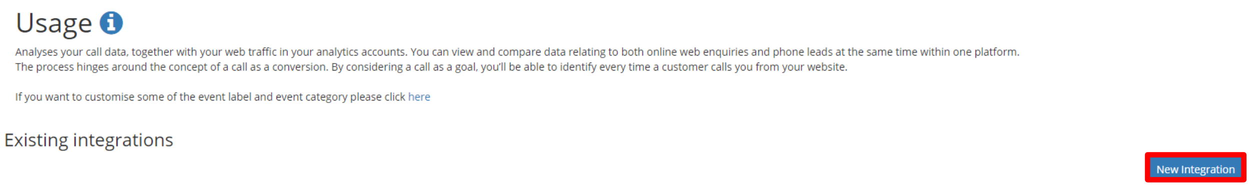
Step 3

Scroll down and click on 'Google Analytics':



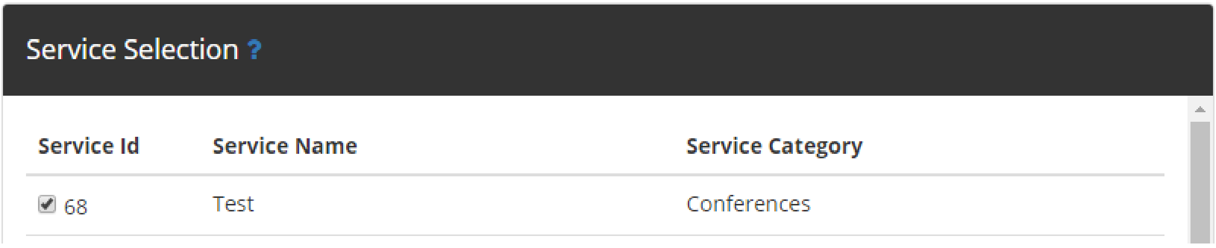
Step 4

Click on 'New Integration':



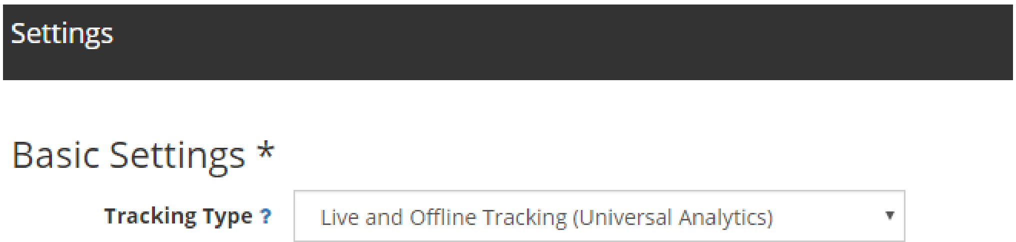
Step 5

Click on the relevant Service IDs being used for Call Extensions:



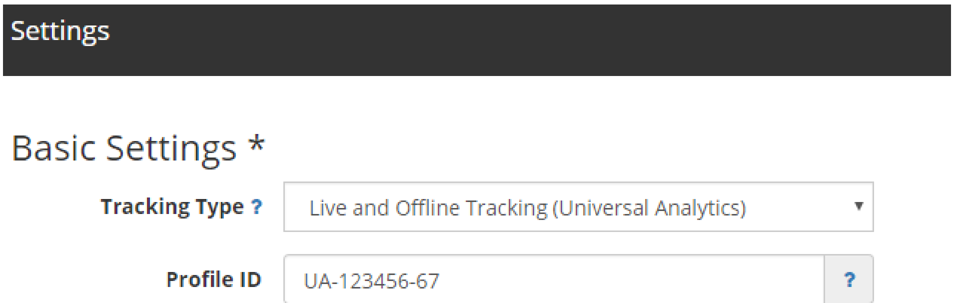
Step 6

In the Setting menu, select Live and Offline Tracking (Universal Analytics) from the drop-down menu:



Step 7

Enter your Google Analytics Profile ID. This will be in the format: UA-XXXXX-X:



Step 8

Click on 'Integrate':

Step 7 Setting up Custom Dimensions

By creating custom dimensions and metrics in Universal Analytics that map across to the data captured by our solution you can analyse these dimensions and metrics in Analytics.

The dimensions you can analyse are:

Call ID

The metrics you can analyse are:

Call Duration

Company ID
Match Type
Call Status
Survey Type
Extra Tracking
Landing Page
Keywords
Business Name
Business Category
Search Engine
Type
Caller
Campaign
Survey Value

Here is the explanation Custom Metrics and Custom Dimensions you are able to push to Google Analytics:

Custom Dimension	Description
Call ID	A unique Id is given to each call for easy identification of individual calls.
Company ID	Easy identification of individual Business Name
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.
Match Type	Match Type indicates when a call is matched or unmatched. A matched call is when a call is made while the caller is still on the website and the call is matched with that web page session. An unmatched call is when a call is made from an offline source such as a magazines, newspaper or radio ad or when a caller makes a call using a number displayed on the website but they are no longer on the website when the call is made.
Call Status	Captures if the call was answered or not answered.
Search Engine	The Search Engine that the caller used to navigate to your website.
Type	Indicates whether a call originated from a 'free' or 'paid' click.
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'.
Extra Tracking	If you integrated extra tracking parameters, this information will display here.
Landing Page	The page on your website that the caller first landed on.

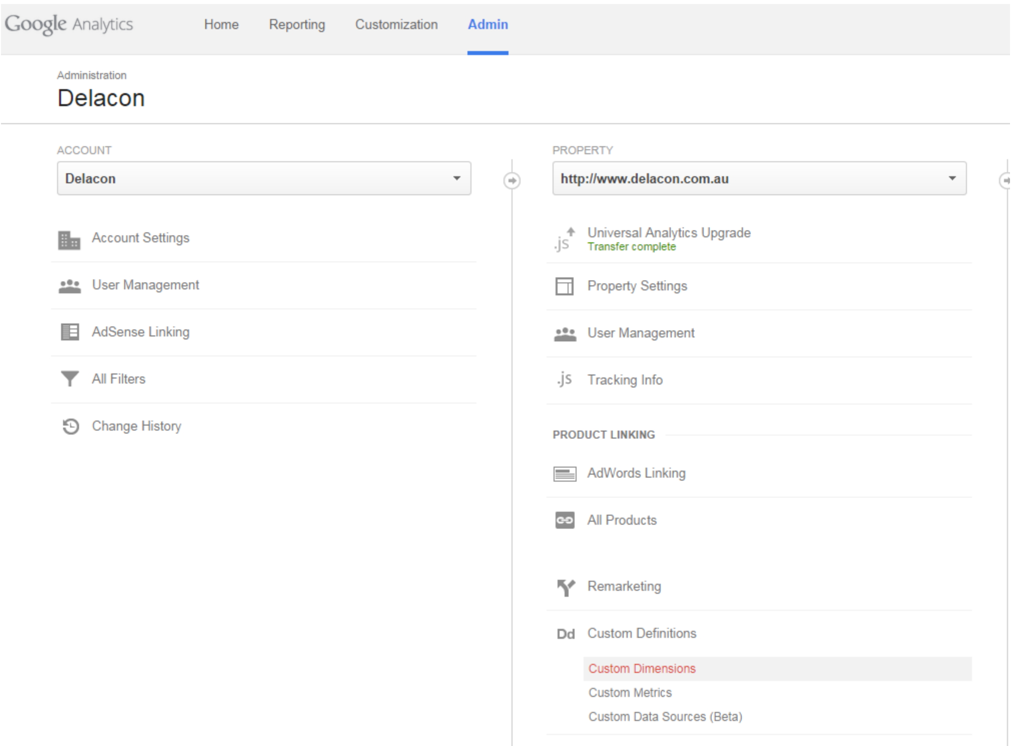
Keywords	The keyword that generated the call.
DTMF	Provide the menu prompt responses that the caller entered on their phone keypad when going through the IVR.
DTMF Description	Provides description of menu options selected. I.e. Sales, Billing, Accounts, Support.
Caller	Collects the caller’s phone number and converts the digits into hash characters to anonymise the number for privacy purposes.
Campaign	The campaign that generated the call

Custom Metric	Description
Duration	Show’s a call’s duration in seconds. For example 120, represents 2 minutes.
Survey Value	Captures the sales value entered by the agent at the end of the call. For example, if an agent enters 500 representing a sale value of $500, then 500 will display.

Step 1

Go to Custom Definitions

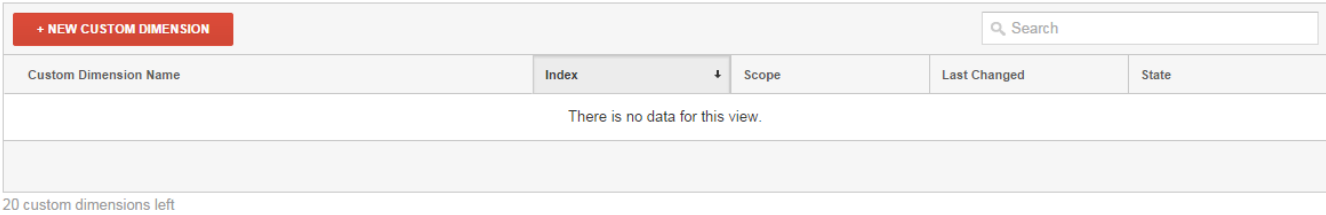
In Google Analytics, click on Admin, Custom Definitions and Custom Dimensions.



Step 2

New Custom Dimension

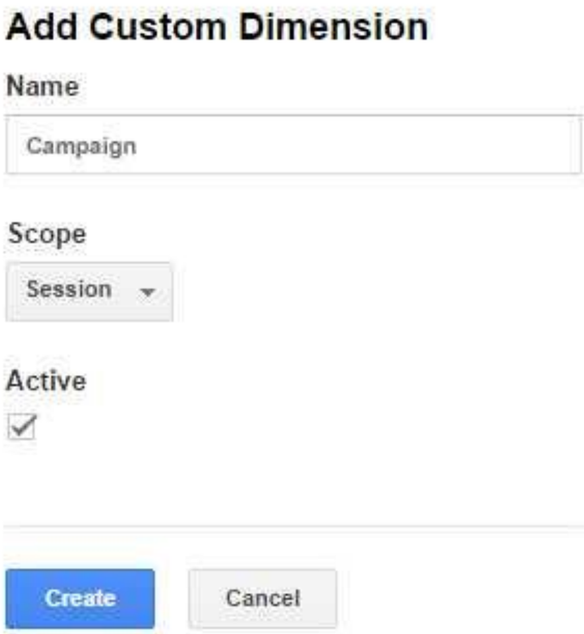
Click on new custom dimension



Step 3

Add Custom Dimension

In the name field type Call ID, as the dimension, change the Scope to Session and click Create.



Step 4

Click Done

Click Done to create the custom dimension.

Created Custom Dimension

Example Codes for This Dimension

Copy the following code snippet for your platform. DO NOT FORGET to replace dimensionValue with your own.

JavaScript (Only works for Universal Analytics properties)

```
var dimensionValue = 'SOME_DIMENSION_VALUE';
ga('set', 'dimension1', dimensionValue);
```

Android SDK

```
String dimensionValue = "SOME_DIMENSION_VALUE";
tracker.set(Fields.customDimension(1), dimensionValue);
```

iOS SDK

```
NSString *dimensionValue = @"SOME_DIMENSION_VALUE";
[tracker set:[GAIFields customDimensionForIndex:1] value:dimensionValue];
```

Done

Step 5

Repeat steps

Repeat steps 2 to 4 to add all the custom dimensions you would like to analyse in Google Analytics. The only difference is to add in a different name each time. Be sure to take note of the Index numbers – you'll need these when configuring the integration in Delacon's system.

+ NEW CUSTOM DIMENSION

Search

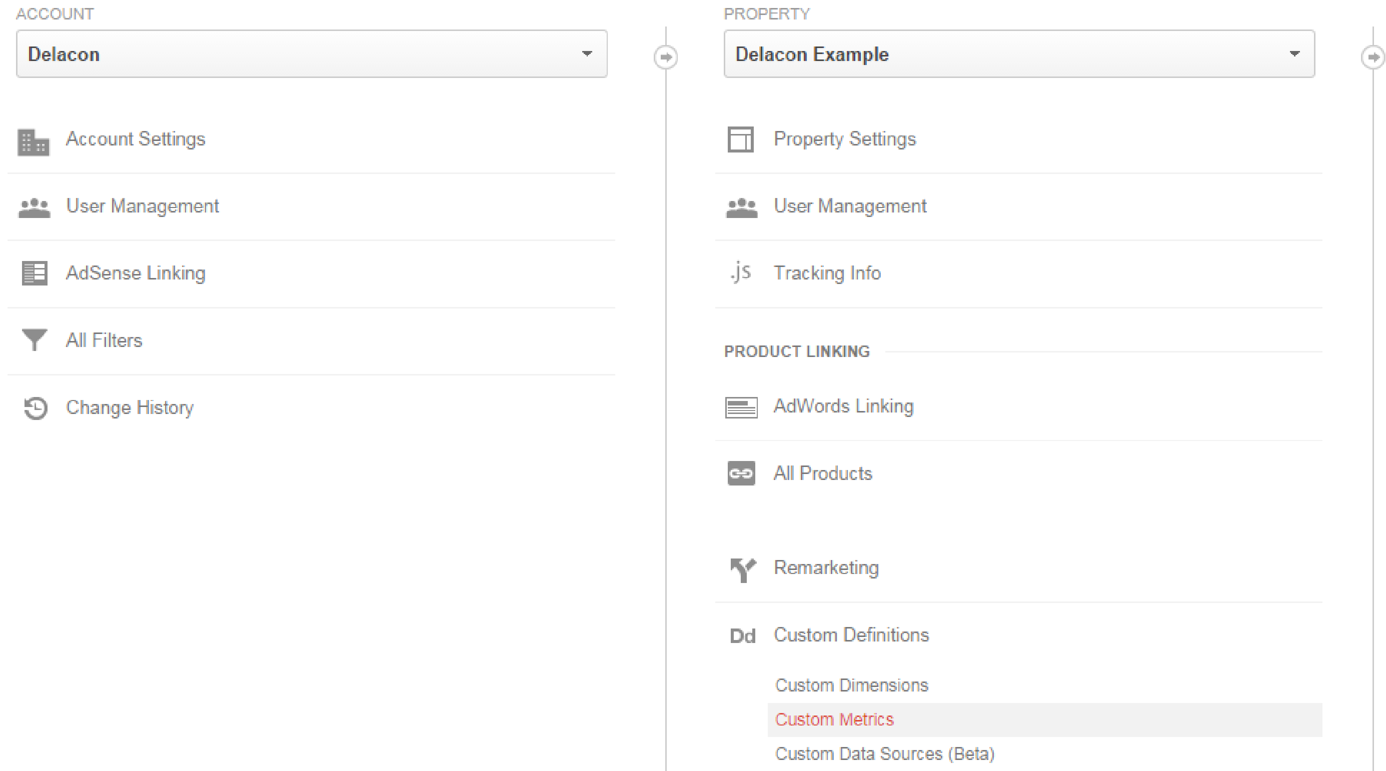
Custom Dimension Name	Index	Scope	Last Changed	State
Call ID	1	Session	Sep 24, 2014	Active
Company ID	2	Session	Sep 24, 2014	Active
Match Type	3	Session	Sep 24, 2014	Active
Call Status	4	Session	Sep 24, 2014	Active
Survey Type	5	Session	Sep 24, 2014	Active
Extra Tracking	6	Session	Sep 24, 2014	Active
Landing Page	7	Session	Sep 24, 2014	Active
Keywords	8	Session	Sep 24, 2014	Active

12 custom dimensions left

Step 6

Go to Custom Metrics

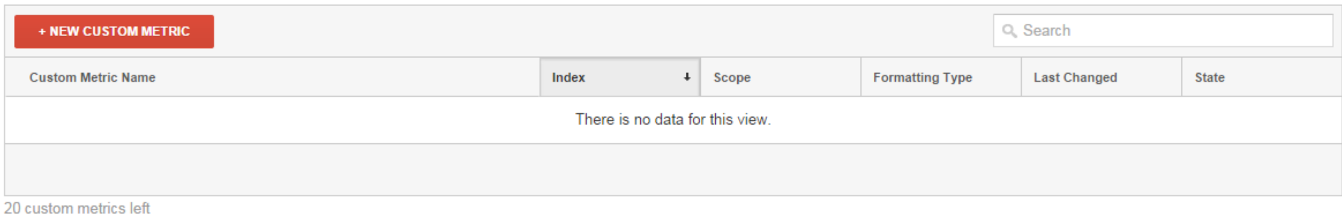
Once you have your custom dimensions, it's now time to create your custom metrics. Click on Admin, Custom Definitions and Custom Metrics.



Step 7

New Custom Metric

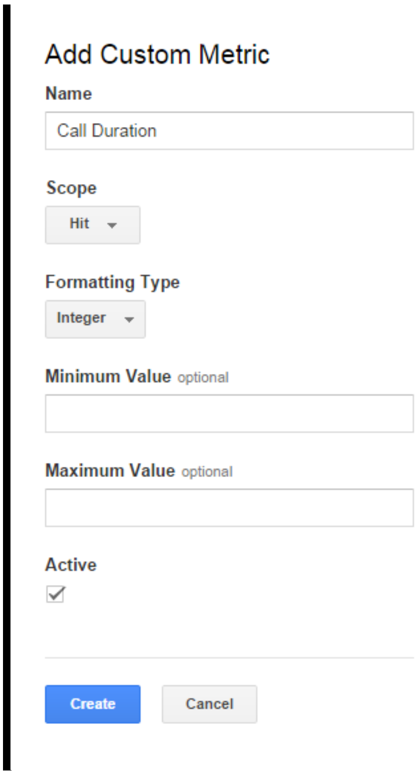
Click on new custom metric.



Step 8

Add Custom Metric

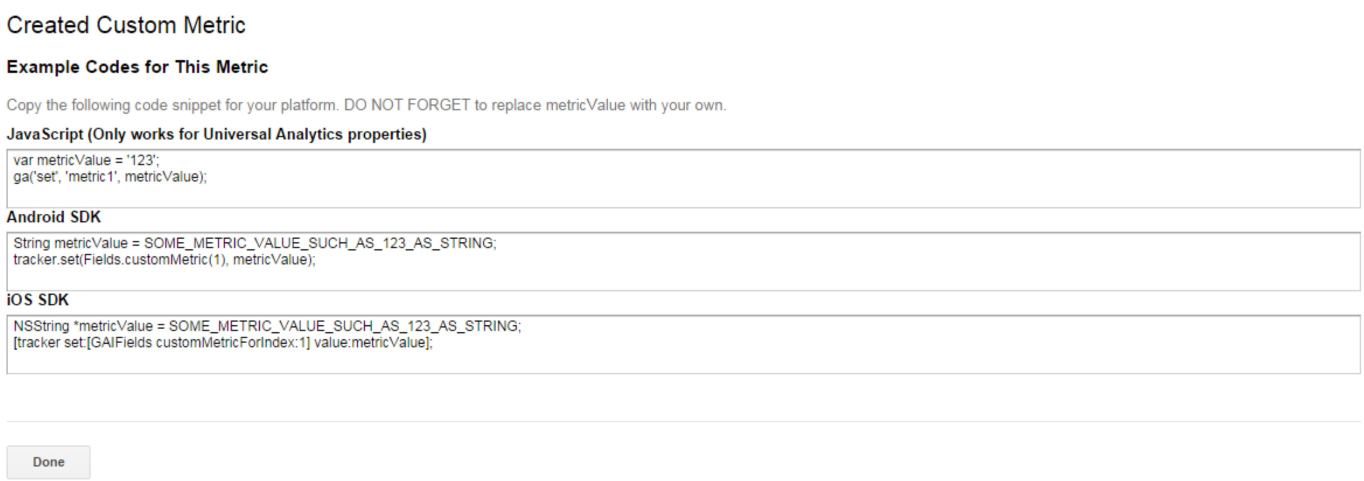
In the name field type Call Duration and click Create.



Step 9

Click Done

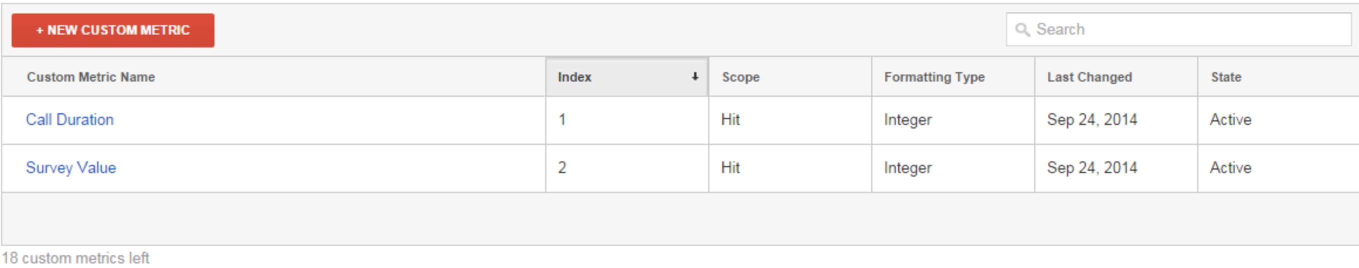
Click Done to create the custom metric.



Step 10

Repeat steps

Repeat steps 2 to 4 to add the other custom metric if you would like to analyse the Survey Value in Google Analytics. The only difference is to add in a different name for Survey Value. Be sure to take note of the Index numbers – you'll need these when configuring the integration in Delacon's system.



Step 8 – Setting up Custom Call Extension Reports in Google Analytics

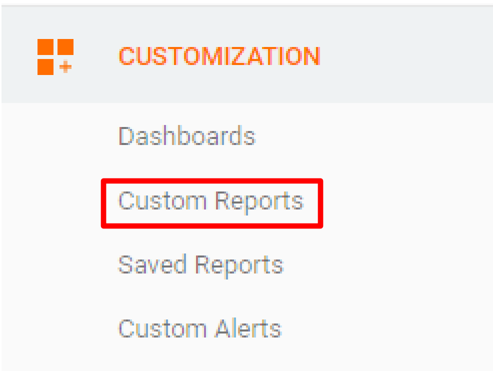
Please follow the steps below in order to set up customer call extension reports in Google Analytics

Step 1

Login to Google Analytics

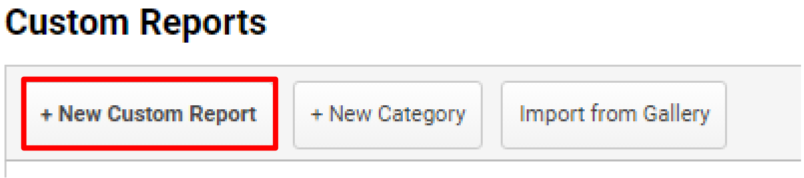
Step 2

Navigate to 'Customizations' and click on 'Custom Reports'.



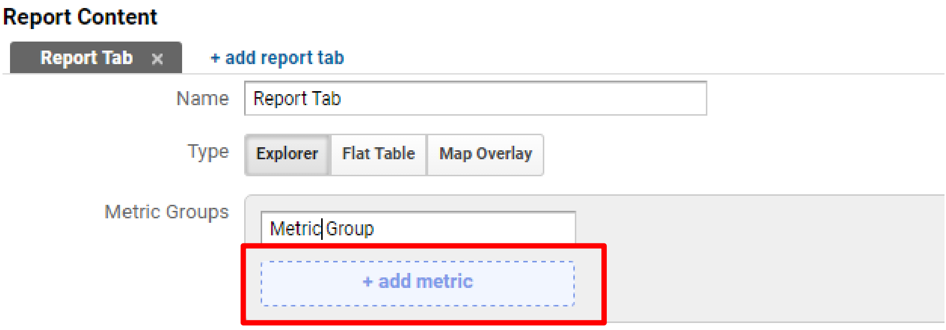
Step 3

Click on '+New Custom Report':



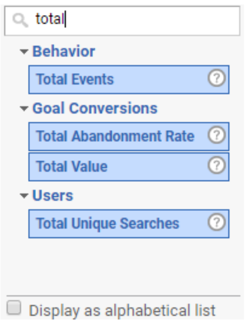
Step 4

In Report Content section, click on '+add metric':



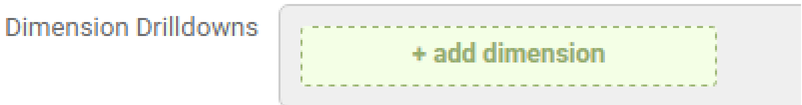
Step 5

Enter total into the search bar and click on Total Events:



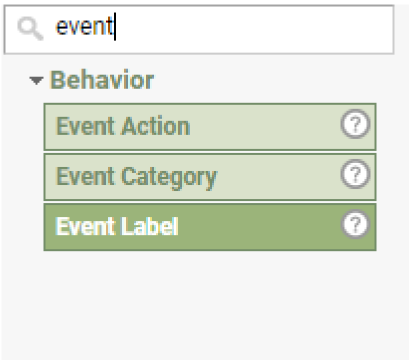
Step 6

In Dimension Drilldowns section, click on + add dimension:



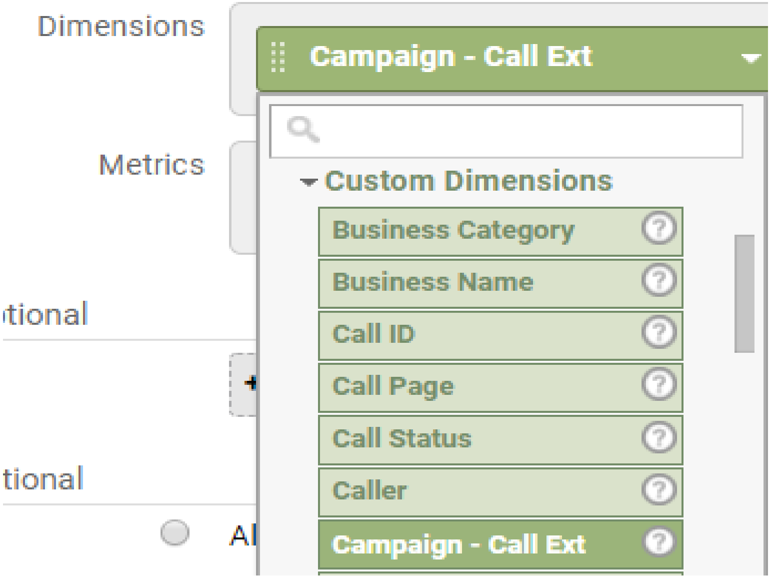
Step 7

In the search bar search for Event and click on Event Label:



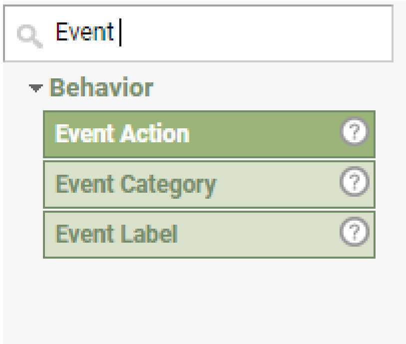
Step 8

Step 8: In search bar search select custom dimensions “Campaign – Call Ext” and “Keyword – Call Ext”,



Step 9

Click on +add filter and search for Event and click on Event Action:



Step 10

In the exact field type in duration:

Step 11

Click Save.

The report can now be viewed in your Custom Reports Dashboards.

Step 9 – Integrating Call Extensions into DoubleClick Search

Delacon's AdWords and DoubleClick integration allows offline calls received from AdWords campaign data to be pushed into DoubleClick, enabling you to include offline call data in your DoubleClick bid management strategy alongside online data.

Offline call data is when a call has been made directly using the number in the Google Ad, without the caller actually clicking on the ad.

For any assistance please contact your account manager or Delacon Support at support@delaconcorp.com.

To setup the integration, please follow the steps below:

Step 1

Granting Access

You will need to grant Delacon user access to post phone calls as conversions into DoubleClick.

To do this, please add ds@delaconcorp.com to your advertiser or agency account and provide either:

- Advertiser manager access; or
- Agency manager access.

Please click on below link to find out more information on how you can do this:

https://support.google.com/ds/answer/6051717?hl=en

Step 2

Setting up conversion label mapping and share with Delacon

Floodlight activities are used in DoubleClick to group conversions by products, product groups, customer types, conversion channels or any other meaningful structure. This enables DoubleClick Campaign Manager reporting to filter advertising campaign conversions.

If your offline conversions goal is to track how your customer interacts with your call centre, progresses through an IVR and corresponding sales & leads, your mapping may look like:

DoubleClick Floodlight Activity Name	
Callext - Support	
Callext - Sales	
Callext - Account	*Note: These are only examples. You should discuss the naming conventions with Delacon in advance of setup.*
Callext - Billing	
Callext - Catch All	

Note: If you must upload the same conversion into both this Conversions API and the DoubleClick Search API, you should define two different floodlight activities- one to be populated by the DoubleClick Search API, and one populated by the DoubleClick Conversions API.

Creating the Floodlight activities in DoubleClick Campaign Manager

Create new Floodlight activities (conversion tags) for Delacon to push data to DoubleClick. Please note the below 'activity' is an example, advertisers can create any name for labels and send to Delacon. See suggested naming convention below. For each action that you would like to track, you should create a new

Floodlight Activity; more specifically, there should be a one-to-one relationship between each IVR option or signal during a call and the DoubleClick Floodlight activity.

There are no restrictions on minimum/maximum quantity of conversion labels.

1. Advertiser settings >> Floodlight activity groups >> New: “Delacon”
2. Advertiser settings >> Floodlight activities >> +New : “[Insert Name of Floodlight Activity from 3. Above]”*

Without IVR’s

Floodlight Activity Group	**Floodlight Activity**
Delacon	Callext: Brand / Business Unit A
Delacon	Callext: Brand / Business Unit B

With IVR’s

Floodlight Activity Group	**Floodlight Activity**
Delacon	Callext - Sales [If ivr then ivr=#]
Delacon	Callext - Support [If ivr then ivr=#]
Delacon	Callext - Account [If ivr then ivr=#]
Delacon	Callext - Catch All

Catch All Floodlight Tag

If you have an IVR, please note you must setup a floodlight tag for a ‘catch all’ conversion to include all other calls where the caller does not select an IVR option.

Step 3

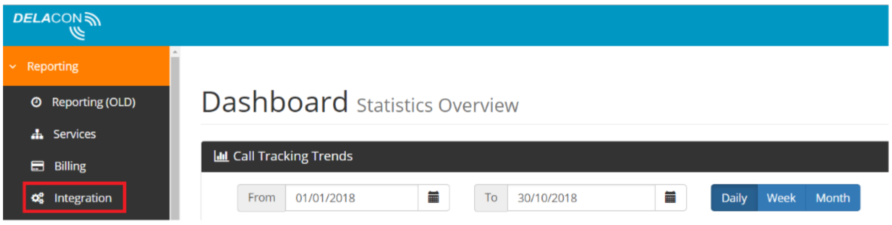
Delacon Setup

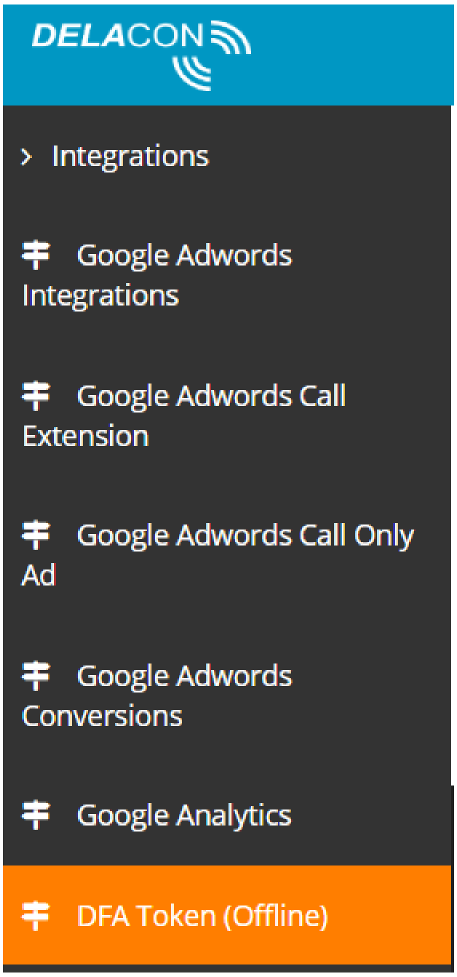
1. **Go to Delacon Portal login page - https://pla.delaconcorp.com/siteui/login**
2. Enter in your Username and Password and click ‘Login'

:

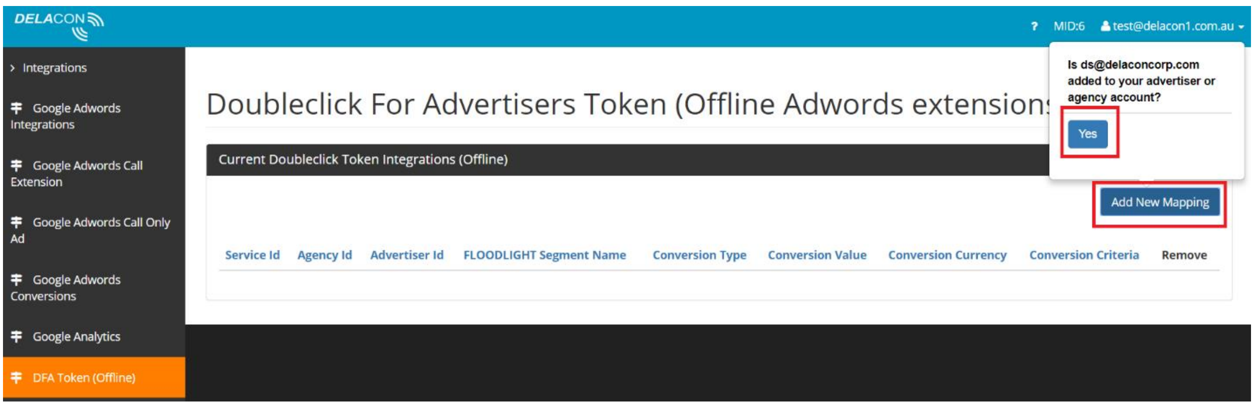
If you can’t remember your login details, please contact your account manager or email support@delaconcorp.com

3. Navigate to the DFA Token (Offline) menu in our Integration menu: Click on Reporting → Integration → DFA Token (Offline)

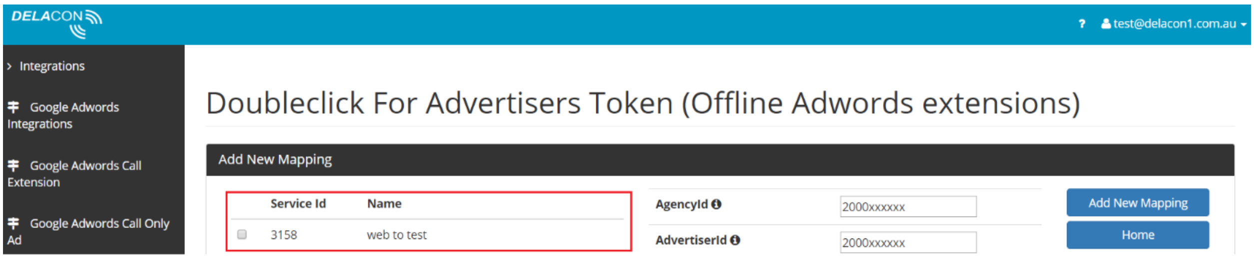




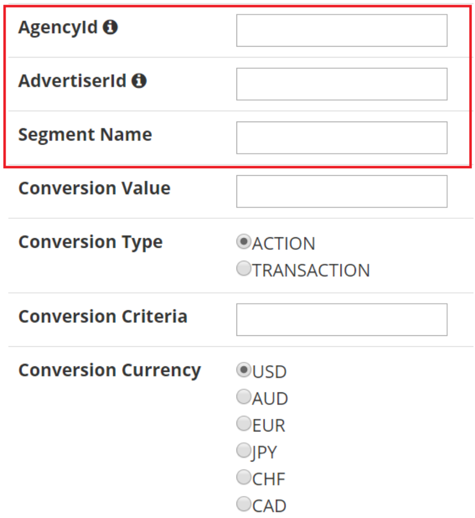
4. Click On 'add new mapping' and then 'Yes'



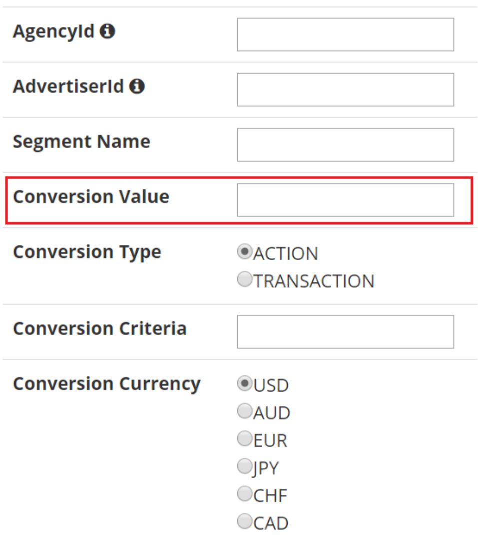
5. Select the relevant Service ID (one at a time) by marking the checkbox



6. **Enter the following details:**
   - **Agency ID**
   - **Advertiser ID**
   - **Segment Name (must match the Floodlight segment name in DoubleClick)**

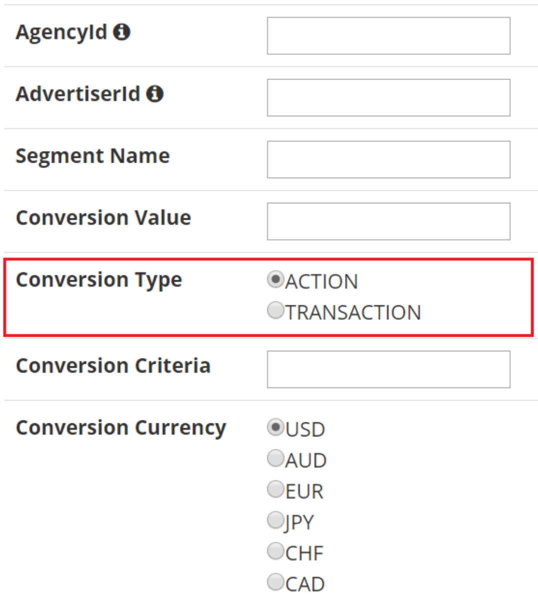


7. **Enter the conversion value – this is set by you and is determined by how much value you place on a call conversion:**

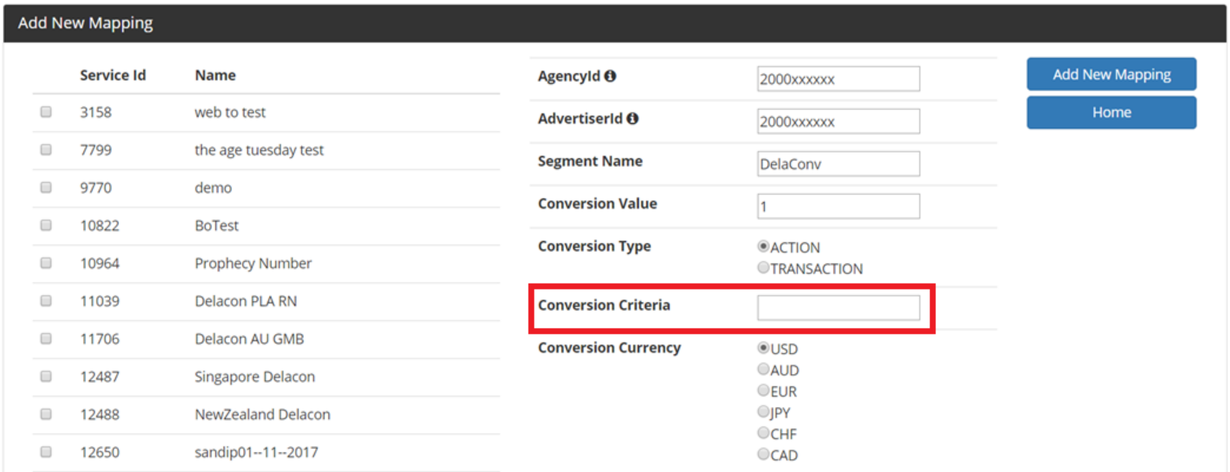


Enter the Conversion Type:

- Action = Call is received
- Transaction = Value attributed to that call conversion



9. **Enter the Conversion criteria**



If you don't setup conversion criteria, your DoubleClick will capture all calls without categorising them by the IVR option selected.

The Conversion Criteria defines the type of call conversion you want to setup for each Floodlight tag. It allows you to capture the IVR (phone menu option) selected by the caller so you can measure how many sales intent calls you received. It also allows you to bid on these calls.

Examples of IVR options include Press 1 for Sales, Press 2 for Accounts etc.
To setup conversion criteria, you need to enter in the below information for each floodlight tag, substituting

the number in brackets for the relevant option.

Examples for single level IVR:
- To track IVR Option 1 the conversion criteria will be:
PLA_dtmf.indexOf ("1")==0

- To track IVR option 2, the conversion criteria will be:
PLA_dtmf.indexOf ("2")==0

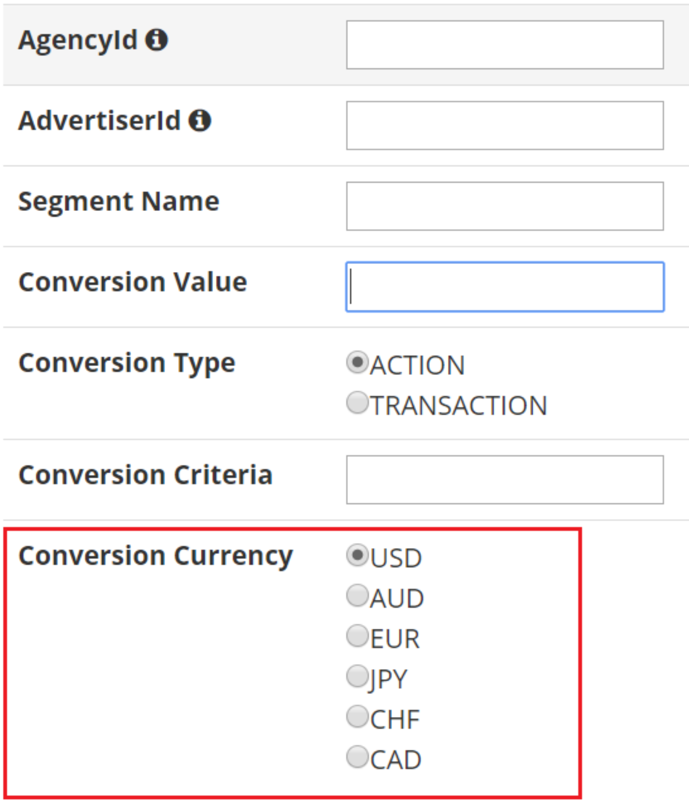
Examples for multi-level IVR:

To track IVR options selected for a multi-level IVR system, you need to enter the first IVR level selected followed by the second level option selected:

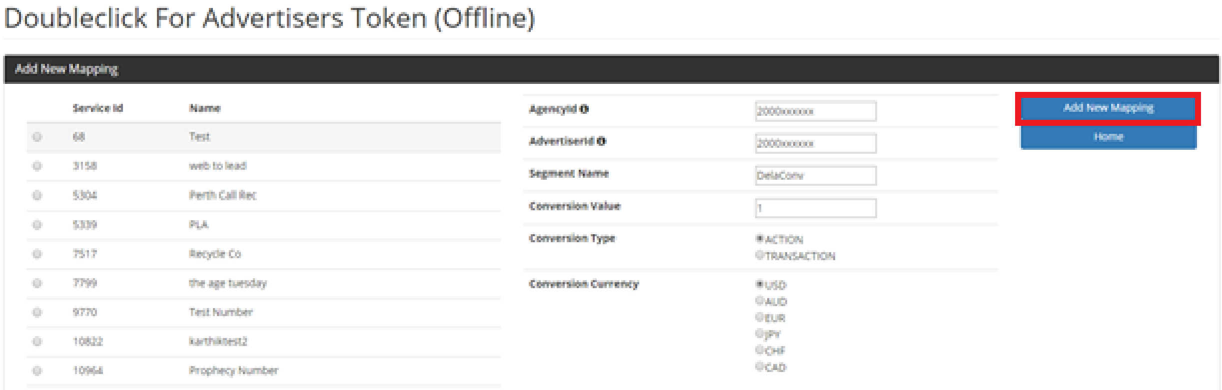
- To track an IVR where options selected were 1 and then 2, the conversion criteria will be:
PLA_dtmf.indexOf ("12")==0

If you have an IVR, please note you must setup a floodlight tag for a 'catch all' conversion to include all other calls where the caller does not select an IVR option.
An example of a 'catch all' conversion criteria using IVR option 1 and 2 would be:
PLA_dtmf.indexOf ("1")!=0 && PLA_dtmf.indexOf ("2")!=0

10. **Select the Conversion Currency:**



11. **Click Add New Mapping**



Repeat this process for other CIDs/Services

FAQ’s

How to calculate the amount of call tracking extension numbers you require?

Confirming we use the following methodology to calculate the quantity of call tracking numbers required when tracking call extensions:

- In general, we allocate one call tracking number for every 3,000 campaign impressions per month.

- The ratio of one call tracking number to 3,000 impressions per month comes from the rate of query we use to pull impression data from AdWords, and relates to traffic levels. Essentially, 3,000 impressions per month equates to one impression every five minutes. With that level of traffic we can accurately match impression data to call data. If the traffic level is higher, we need to allocate additional numbers to maintain accurate matching, as described below:

  - Where a campaign has more than 3000 impressions per month, we break down those impressions by AdGroup, and allocate one call tracking number per AdGroup.
  - For any AdGroup with more than 3000 impressions per month, we break down the AdGroup impressions by keyword to get the number of impressions down to 3,000
  - For e.g. if an AdGroup has three keywords with impressions of 2,000, 1,500 and 1,000 each, you might remove the two keywords with impressions of 1,000 and 1,500 each and create a new AdGroup for those two keywords and assign one number to that AdGroup. The remaining keyword with 2,000 impressions would stay within the original AdGroup.
  - If a keyword has more than 3,000 impressions per month, then it’s necessary to have only one keyword within the relevant AdGroup (with one call tracking number assigned to that keyword).

See table below for examples:

Name of campaign	Amount of impressions per month	Amount of Numbers required

Campaign 1	2100	1
Campaign 2	1200	1
Campaign 3	100	Can share the same number as Campaign 2
Campaign 4	400	Can share the same number as Campaign 2
Campaign 5	600	Can share the same number as Campaign 2
Campaign 6	8000	Needs to be broken down to AdGroup
Campaign 7	1000	1
Campaign 8	250	Can share the same number as Campaign 7
Campaign 6		**3 numbers as follows:**
AdGroup 1	1000	1
AdGroup 2	2000	Can share the same number as AdGroup 1
AdGroup 3	100	1
AdGroup 4	2200	Can share the same number as AdGroup 3
AdGroup 5	2700	1
AdGroup 6	7000	Remove any keywords that have more than 3,000 impressions from AdGroup 6 and create new a new AdGroups for those keywords. Then assign 1 number to AdGroup 6
AdGroup 7	**Split by Keyword**	

Keyword 1	2000	1
Keyword 2	500	
AdGroup 8	**Split by Keyword**	
Keyword 1	4000	1

Why do call extension tracking numbers need to come from a separate pool of numbers to website?

Calls from call extension numbers are generated directly from SERPs and there is no session tracking happening at the time of the call. This means we are unable to capture the user's session information in order to attribute back to the keyword/campaign.

The attribution to the keyword/campaign is therefore handled by integrating Delacon to your AdWords account. Here, we pull the keyword/campaign from the AdWords account and update the report daily in the Delacon portal.

How do I see call extension call conversion in AdWords?

If you want to see conversions in AdWords, you will need to switch on Call Reporting in the Call Extensions setup in AdWords:

However please note that this will only pick up calls made from mobile devices.

Also, if this is enabled, the ad will display the Delcon number, which may then appear as a Google Call Forwarding number (which can change) which will then forward to the Delacon 1300 number and terminate to your routing number.

When Call Reporting is Off, the Delacon number will display against that ad and will not change and all call conversions from both mobiles and landlines can be viewed in the Delacon portal.

What are the differences between Delacon's call extensions and Google call extensions?

Delacon's call extensions provide the simplest and most convenient call extension solution. We are able to

capture additional vital details such as call start and end times; and provide you with access to a wider range of features such as Speech Analytics, IVR Capture, Call recording and automated CRM integration, that will result in richer and more informative data.

Data	Delacon	Google
Call Duration	Yes	Yes
Call Start and End Time	Yes	No
Caller City*	Yes	No
Caller State*	Yes	Yes (area code only)
Keyword	Yes	Yes
Campaign	Yes	Yes
Call Outcome	Yes	Yes

Feature	Delacon	Google
Call Forwarding	Yes	Yes
Call Whisper Message	Yes	No
Call Feedback Survey	Yes	No
IVR Capture	Yes	No
Call Recording	Yes	No
Speech Analytics	Yes	No
CRM Integration	Yes (Automated)	Yes (Manual)
Google Analytics	Yes	No
Double Click	Yes	Yes
Double Click IVR	Yes	No

Double Click Speech Analytics	Yes	No
Double Click CRM data	Yes	No

The tables above describe the benefits of Delacon's call extension and additional features our clients can enjoy.

By having access to this additional call data, you are in the best position to analyze the success of your campaigns.

Where do I put my phone number in order for it to be tracked?

Your phone number will need to be entered into the call extensions field when setting up your ad.
How does it work?

If a user performs a search for a keyword that triggers one of your ads which has a phone number in it and they choose to call after seeing the number rather than clicking on the ad, our solution will be able to track that call.

Without this feature, this type of call may have remained untracked, creating inaccuracies in your call tracking data and inaccuracies in how effective your digital advertising is in generating phone calls.

This product is available once you have integrated our call tracking solution with Google AdWords, which can be done through the Delacon portal.

What data is captured?

Our solution captures two types of data – the AdWords data and the call tracking data:

AdWords Data:

The AdWords data captured when a call is made directly from an ad includes:

- The AdWords campaign the call came from.
- The AdWords keyword the campaign is bidding on.

We are now also able to capture the actual copy of the ad called from and push this data into the Delacon portal.

The Call Tracking Data

Our normal call tracking data is also able to be captured, including:

Phone number of the caller	Caller State*

Call Duration

Caller City*

*Only available for landline calls

Where is the data available?

The data is available in the Delacon portal and can be pushed into your CRM, Google Analytics and DoubleClick Search.

How do I know if a caller has not clicked on the ad?

There are two ways this can be done:

1. You can use different toll-free numbers in your call extensions compared to the numbers that appear on the landing page/website. This allows you to see what calls have come through directly from the ad.
2. In our report in the Delacon portal, the search engine column shows as 'Google' and in the type column as "Callext"

The Benefits of using Delacon's speech extensions

The major benefit of this feature, once you are integrated with our call tracking solution, is that you can track phone calls made from ads directly without having to do anything beyond making sure your ad has a phone number. Our auto-assign feature can also assign phone numbers to and balance your AdGroups and campaigns. You can also enjoy optimal accuracy and data richness as all data is able to be pushed into your CRM.

Other benefits include:

1. Increases call tracking accuracy by capturing calls that are made when a user doesn't click through to your website. Previously these calls would have gone untracked.
2. Helps more accurately calculate cost per lead and helps optimise campaigns more effectively.
3. More accurately calculates your campaign CPA by pushing the call tracking data into your CRM.
4. Delivers extra value to your business by providing normal call tracking information for these calls including:
    - Call duration
    - Caller state location
    - Device type
    - The IVR menu options selected

How you can use this data

The data captured can be used by your company to analyse how the ads are performing, including:

1. Do calls straight from an ad have on average a longer or shorter duration compared to calls from users who have clicked through to your website?
2. Do ads which have the phone number displayed in them generate more calls?
3. Using the DTMF/IVR intercept, what department do calls straight from ads go through to – sales/support/accounts etc.

4. What city or state are callers who call directly from ads calling from?
5. Which ads or campaigns are driving the highest volume of direct calls?
6. Do more sales occur from calls where the user has called in directly from the website?

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.