

Call Tracking & Google Analytics Integration

A 'How to' Guide

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Integrating call tracking with web data

Why?

Primarily this is about seeing everything in one place.

When you're advertising your business, you want to see how effective it all is. The advertising could be spread across various media:

- ▶ Newspapers
- ▶ Billboards
- ▶ Print directories
- ▶ Website
- ▶ Online advertising
- ▶ Google Adwords

So you'll be checking the effectiveness of your website in converting prospects, using Google Analytics.

You'll also be taking calls prompted by your advertising and converting prospects through them.

By using unique telephone numbers from TTNC for each individual element of your campaign, you'll be able to track where your calls are coming from. In this guide you can find out how to then integrate that data with your web data in Google Analytics.

The benefits

- ▶ You'll be able to account for calls generated from your website, adding this part of the picture into the effectiveness of your website.
- ▶ You'll be able to see how your offline advertising contributed to your success alongside the online advertising.
- ▶ When planning for the future you'll have a better picture of where to apply your advertising budget based on real data, proving the success of certain areas.

All of this data will be shown in one place, Google Analytics.

What you need to get started

Virtual Telephone Numbers

You can use any of your TTNC numbers to track calls in Google Analytics. You will need a unique number for each condition you want to track.

For example, you want to track what phone calls come from visitors to your website, that got there through a Google Adwords Ad. You also want to track an advert you're placing in a local newspaper.

You'll need 2 numbers to designate a specific number to both of these conditions and then view the resulting traffic in Google Analytics.

You'll also always need a default number for online tracking. This will be for generic calls that don't meet the conditions you set up to track.

A Google Analytics account

You need to already have an account set up on Google Analytics for your website. If you've not already set up an account, you can find out about the product and how to set up an account following this link - <http://www.google.com/analytics/>

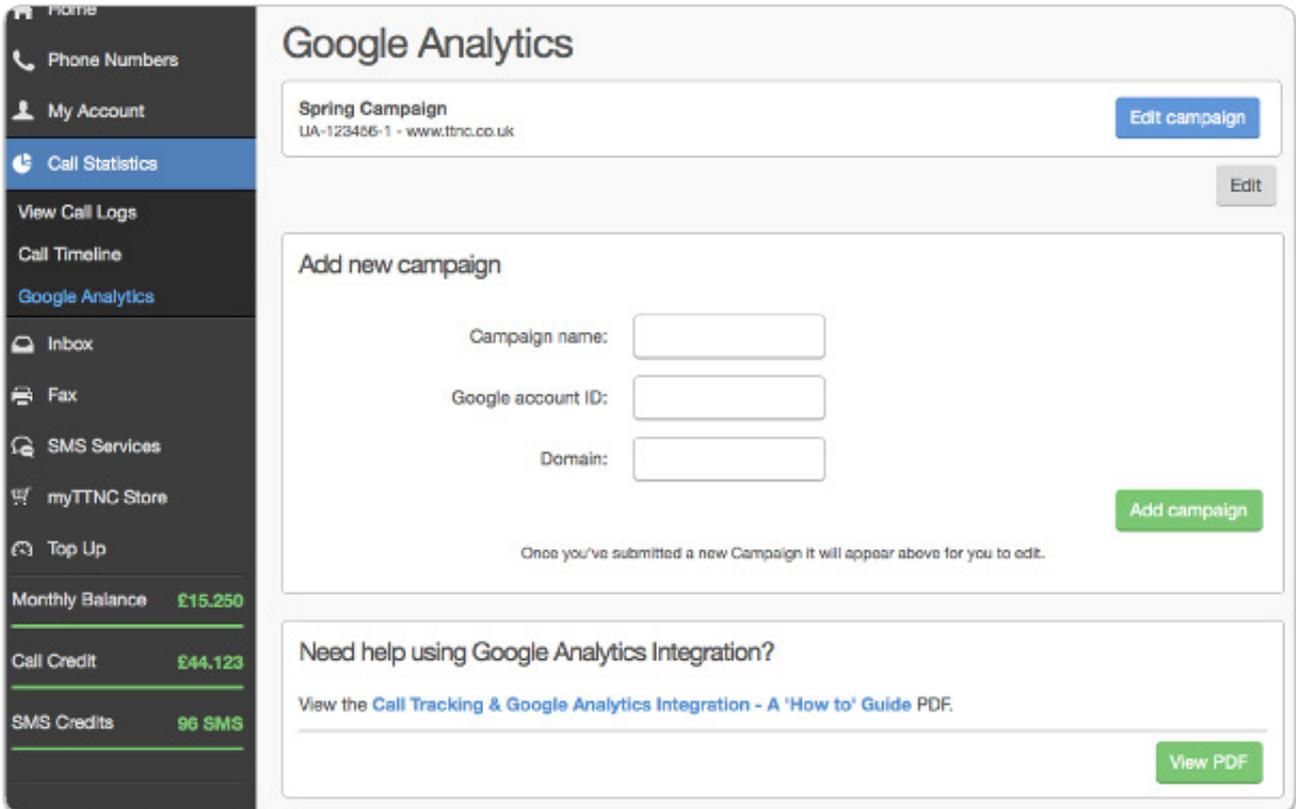
A plan

Having got some numbers and access to Google Analytics sorted you should spend a bit of time considering how this is all going to work. It ultimately boils down to just a few questions:

- ▶ What is the overall campaign/objective that you want to track the results from?
- ▶ What telephone numbers do you have that you can use?
- ▶ What specifically is it that you want to track the calls from and integrate with Google Analytics?
 - ▶ Referring domains
 - ▶ Google Adwords PPC
 - ▶ Specific Keywords
 - ▶ Offline advertising
- ▶ How many elements can you track and what priority does each one have?

Once you've got your plan together, you're ready to start setting it up. This is done through your account in myTTNC, so login (<http://www.ttnc.co.uk/login/>) and click on the 'Call Statistics' tab in the left hand menu.

You'll then see the 'Google Analytics' link below.



Setting up your tracking numbers - myTTNC

Create a Campaign

Creating a Campaign enables you to group tracking numbers together to make it easier to manage.

By separating your tracking activity by Campaign, you can produce comparisons between them within Google Analytics.

This is particularly useful if you're tracking advertising for a seasonal activity. You'll be able to see how 'Spring' performed against 'Summer', for example.

Add new campaign

Campaign name:

Google account ID:

Domain:

[Add campaign](#)

Once you've submitted a new Campaign it will appear above for you to edit.

Campaign Name

This will appear in Google to enable your comparisons.

Google Account ID

This is the ID Google assigned to your site profile when tracking web data through Google Analytics.

Domain

The domain the Google Account ID refers to e.g. www.ttnco.uk

Once you hit 'Add Campaign' that will create your new campaign. Find your new Campaign in the table and hit 'Edit'. You're ready to move onto the next step.

Spring Campaign <small>UA-123456-1 - www.ttnco.uk</small>	Edit campaign
Summer Campaign <small>UA-123456-1 - www.ttnco.uk</small>	Edit campaign

Add your tracking numbers to the Campaign

Once you've created your campaign you need to start adding numbers to it that will track whatever conditions you've decided on.

Online Call Tracking

Tracking Type	Value	Tracking Number	

Showing 0 to 0 of 0 entries

Add Online Tracking

Tracking type: Please select

Value:

Selected number: Please select

Add

! Warning: no default number set. Please select a Default Number for use with Call Tracking.

Offline Call Tracking

Tracking Type	Description	Tracking Number	

Showing 0 to 0 of 0 entries

Add Offline Tracking

Value:

Selected number: Please select

Add

Tracking online activity

IMPORTANT - Before you start to allocate numbers to track specific conditions, you need to designate a default number. This will show on your website when none of the specific conditions you're tracking online are met.

If you're tracking calls generated from online activity, you can choose to track the following elements:

- Referring Domain

Enter the domain you want to track with a number (e.g. bing.com, yahoo.com or yell.com etc.). Any visitor to your site that arrived there from the domain will see this number on your site. Therefore any calls to that number will be tracked.

- Google Adwords PPC

You can designate a number to track phone calls from visitors to your website, that got there via a Google Adwords Ad.

- Keyword

Enter a keyword you want to track calls for (e.g. widget, blue widget, widget blue etc.). Any one who finds your site using that keyword will see the designated number to call.

Online Call Tracking

Tracking Type	Value	Tracking Number	
Default Number	-	02031511000	✕

1 to 1 of 1 ◀ ▶

Add Online Tracking

Tracking type: Please select

Value: Keyword

Select number: Please select

Add

Add the code to your website

Having designated numbers to track specific conditions, you'll need to apply a bit of code to your website.

This should be placed wherever you want a telephone number to show.

Google Analytics Integration

Copy and paste the following code into every page of your website that you want to track calls from. Put it before the closing tag.

```

<script type="text/javascript">var noveroAccount = 'C300001'; var noveroCampaign = '78'; var
noveroNumber = '020 3151 1000'; var noveroNumberPlain = '02031511000';(function() {var script =
document.createElement('script'); script.type = 'text/javascript';script.src = {'https:' ==
document.location.protocol ? 'https://' : 'http://'} +
'https://www.noverocontactform.com/js/tracker.js?script_id='

```

This code will dynamically change the telephone number shown to the visitor based on the conditions you've set to track and whether the visitor met those conditions.

If they don't, they'll just see your default number.

If they do and they then call that tracking number, you'll see the call data in Google Analytics attributed to that specific condition.

If you set up 3 numbers, to track a referring domain, Google Adwords and a keyword and a visitor happens to meet 2 or more of these conditions, we'll attribute the call to one of those conditions according to this order:

1. Keyword
2. Google Adwords
3. Referring Domain

For example, you're tracking referrals from 'Google', PPC and the keyword 'widget'. The keyword 'widget' also happens to be a trigger for a PPC ad.

A visitor to your site used Google to search for 'widget', saw your PPC ad and clicked on it.

They would see the tracking number you designated for the keyword 'widget'.

Tracking offline activity

Enter a name for the offline placement you're tracking. This name will appear in Google Analytics, so make sure it's specific and something you'll recognise easily (e.g. Daily Chronicle, Main Street Billboard, Local Ad Directory etc.).

Offline Call Tracking

Tracking Type	Description	Tracking Number	
Offline	Daily Chronicle	01245835123	✕
Offline	Local Ad Directory	01539980016	✕
Offline	Main Street Billboard	01549920111	✕

1 to 3 of 3
◀ ▶

Add Offline Tracking

Value:

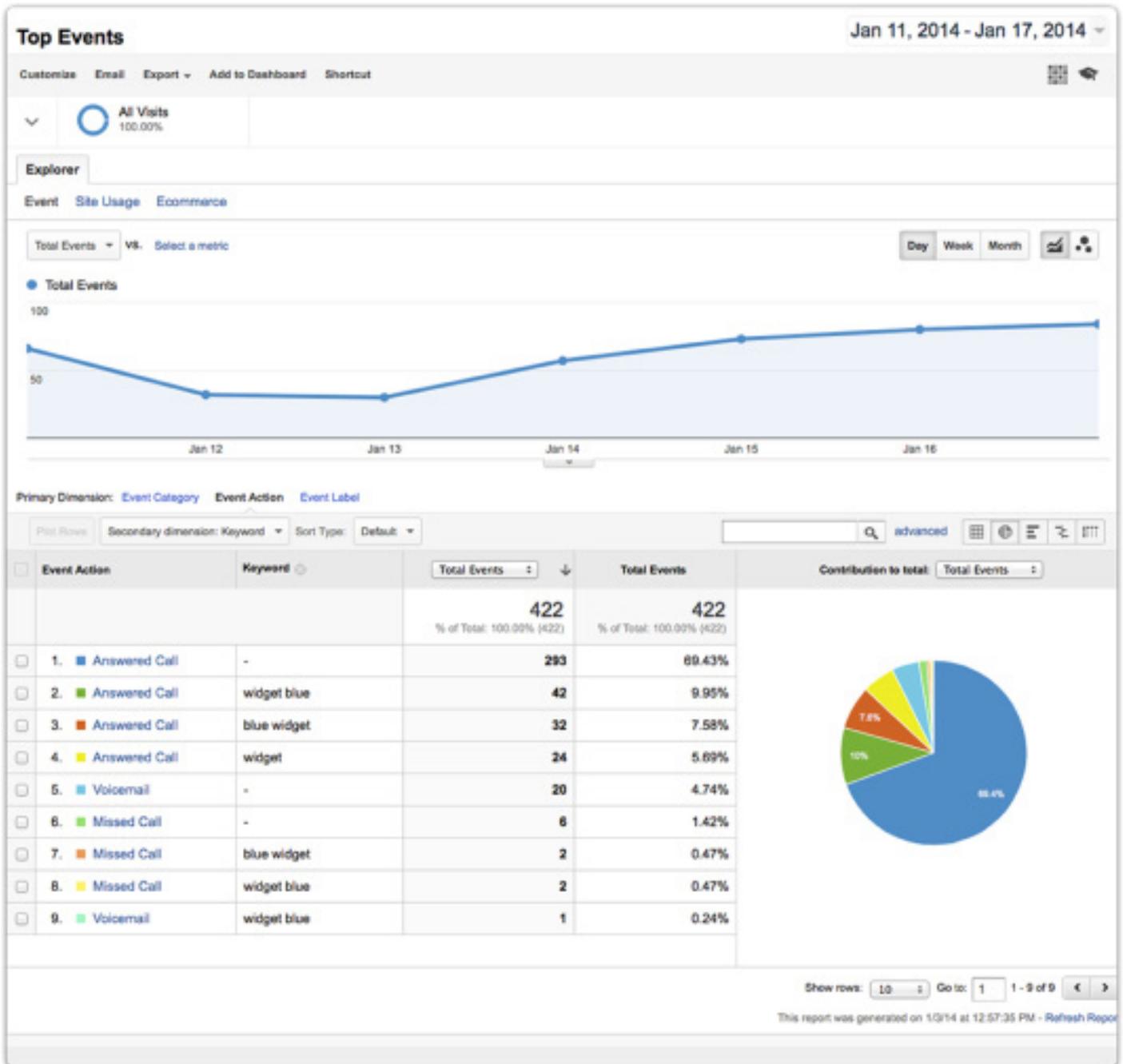
Select number: Please select ▼

Add

Seeing your call data in Google Analytics

If you've set up all of your tracking numbers in myTTNC, placed your offline advertising and added the JavaScript to the necessary places on your website, whatever phone calls you start to receive will show up in Google Analytics.

Each phone call will generate one visit and one event.



Labels in Google Analytics

How the Events are labelled are outlined and described in the table below. This data can be accessed from the Events report. Just follow this directory to start exploring: Reporting > Behaviour > Events > Overview

Field	Description
Event Category	This will either be 'Phone Calls - Online' or 'Phone Calls - Offline'.
Event Action	This is whether the call was answered, missed or went to voicemail (if you have that enabled).
Event Label	This is the CLI Location, or where the caller is calling from. If the callers number is withheld, it will simply show withheld.
Total Events	Total number of calls.
Unique Events	Total number of calls.
Event Value	Answered or Voicemail duration (in seconds). If the call was missed, this tells you the time the call rang for in seconds.
Avg. Value	Total Duration (or ringing time)/Total Calls (in seconds).
Acquisition/Medium	Search Engine, Offline medium e.g. newspaper, billboard, cpc.
Acquisition/Sources	Referring source e.g. google for cpc, offline, specified referral source e.g. yell.com, bing.com.
Advertising/Keyword	Specified keyword being tracked.
Advertising/Campaign	Specified campaign name.

Depending on what you're tracking, not all the fields will contain data. For example, you won't see anything in the Keyword field for calls tracking anything other than keywords.

Using Advanced Segments

To make use of the data that's being passed into Google Analytics from the calls, it's necessary to set up Advanced Segments.

These Advanced Segments will enable you to compare web only visitor information to phone call activity in Google Analytics.

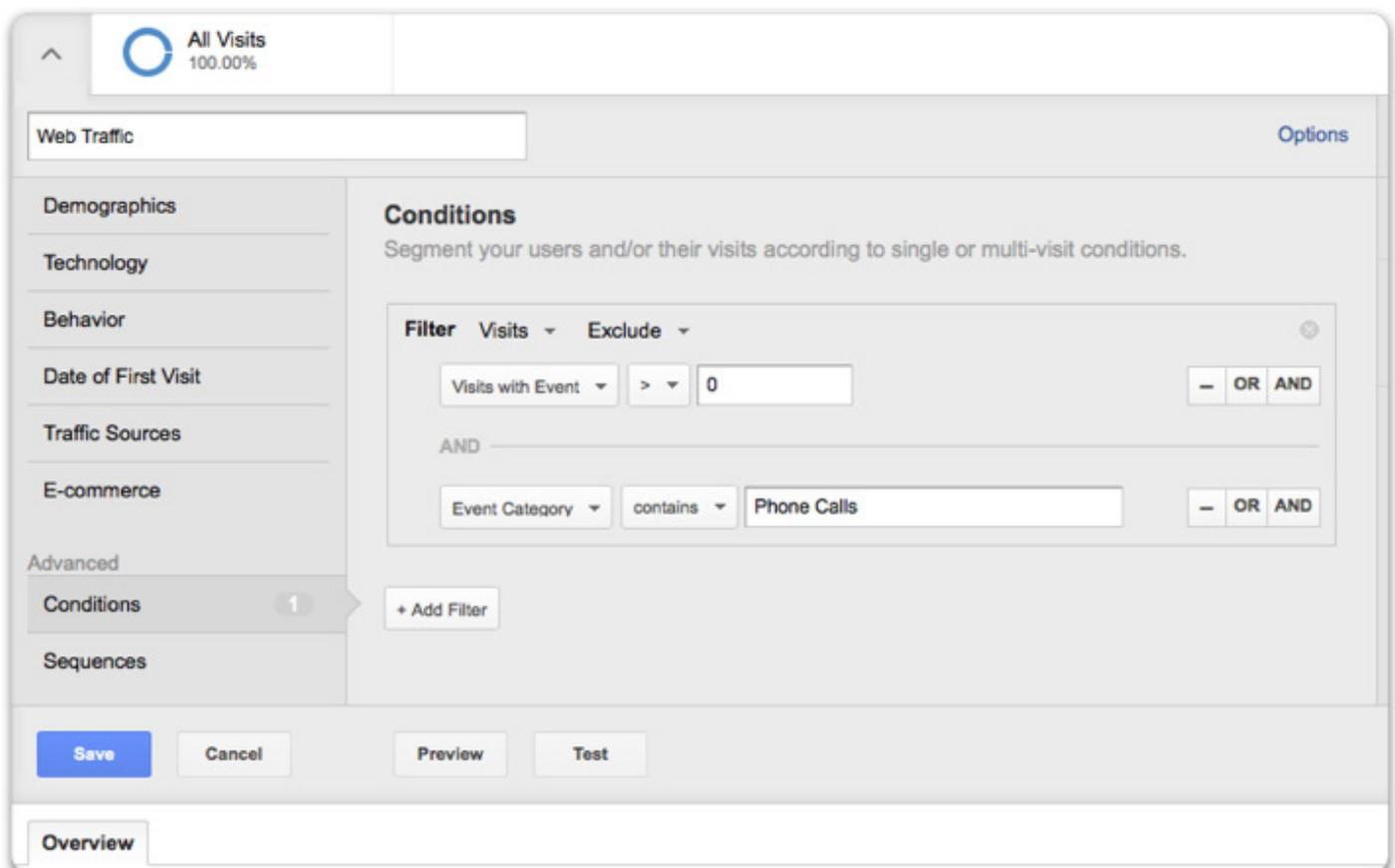
For example;

To segment just your website visitors, create a segment called 'Web Traffic'

Exclude "Visits with Event" Greater than "0"

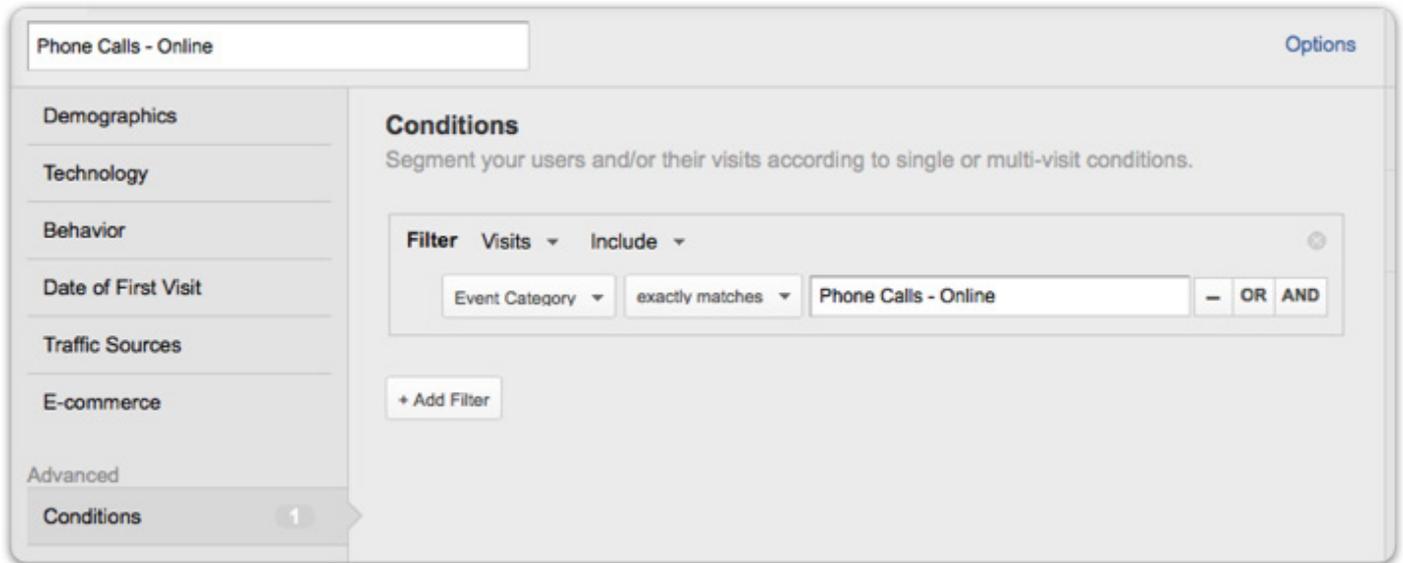
AND

Exclude "Event Category" Containing "Phone Calls"



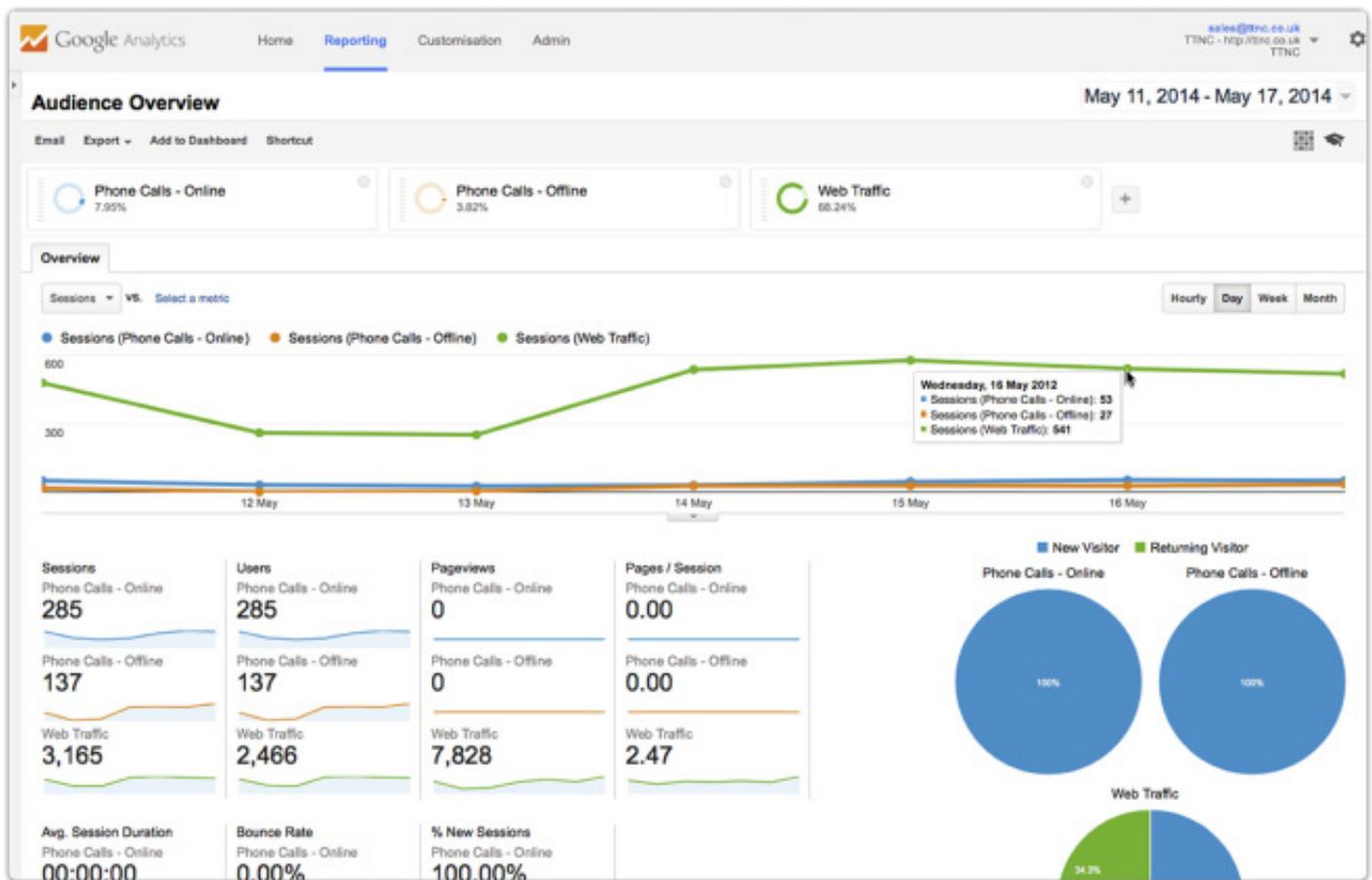
Then create a segment named 'Phone Calls - Online'

Include "Event Category" Exactly matching "Phone Calls - Online"



You can repeat this last segment but refine it for 'Phone Calls - Offline'.

Once all of these have been created you can apply them to your Standard Reporting and start to see the full picture of activity through your website and phone calls.



From this point it's down to you. Dive into the information you're getting in Google Analytics, create the reports that give you the metrics you need and use it to inform your marketing decision making.

Get in touch with us if you have any questions or feedback - we'd love to hear from you. All the contact options are on the last page.

If you've not yet got any numbers with us, head along to our website and you can order them from there. You'll be up and running in minutes.

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