



eStara Call Tracking

MEASURING CAMPAIGN EFFECTIVENESS
THE OLD FASHIONED WAY

Introduction

Marketers, publishers and agencies are rediscovering a tool for generating leads and proving ROI to their clients ...the telephone. While businesses have long recognized the power of voice for closing sales, traditional call measurement solutions made it cost-prohibitive for marketers to use the phone to track campaign effectiveness for small to medium sized businesses. However, new technology has finally made eStara Call Tracking affordable and scalable to the needs of both national and local advertisers.

The practice of using unique local or toll-free telephone numbers to understand the relative cost of an advertising campaign is not a new concept. For years, select industries – like automotive dealers and realtors – have used this technique to measure the results of their direct marketing spend. However, availability of unique numbers was limited, and the cost of procuring these numbers, for most businesses, was too high to roll out these services on a wide scale. Today, new call tracking technology is growing in popularity amongst publishers and agencies tasked with delivering and demonstrating value to both online and offline advertisers, and facilitating the adoption of new revenue models, like pay per call.

IP-based call tracking services combine the power of Web analytics with the convenience and ubiquity of the telephone to provide marketers with a complete picture of their advertising initiatives.

Analyst studies show that large and small enterprises still view the phone as the most effective method for closing sales, and bridging the gap between online and offline channels. According to the Kelsey Group, a leading market research firm in the local search and directory space, “While there are other methods of closing the online-offline loop (e.g., offers, codes, etc.) unique telephone numbers and related call tracking are arguably the most effective and efficient ways to fully capture the offline ROI of online advertising. Today someone may view an online ad, click through to a Web site and ultimately call a local business (large or small). However, that chain from online ad to a phone call or in-store contact is incomplete and not very well captured, if at all, under current reporting schemes. Call tracking could help close that loop.”

This paper examines how local and national marketers are using call tracking and monitoring technology to generate qualified leads and measure campaign effectiveness across any online or offline medium, including print, Web, television and radio campaigns.

Advertisers Want Calls, Not Clicks: A New Era of Accountability

Was it merchant John Wanamaker or soap magnate Lord Leverhulme who once said, “Half my advertising spending is wasted, I just don’t know which half!”

Historians may be fuzzy about which legendary marketer first uttered those words, but, regardless of the source, the sentiment is growing among advertisers investing in pay per click ads via search

engines, directories, and online yellow pages. The model has certainly proved successful for many, however, due in a large part to growing concerns over click fraud and increased competition; marketers are beginning to question how and when they should spend their budget in this area.

Many local businesses have been lured to the Internet with the promise of accessing untapped sources for leads. While the Web delivers unprecedented reach from which to generate leads, many local merchants still question whether their investment is paying off.

One emerging trend is investment in services that drive phone leads directly from online search engine and directory listings, rather than click-throughs to a business's Web site. Small and medium-sized enterprises (SMEs) view this as a powerful way to get leads that are more qualified, while avoiding paying for fraudulent click-throughs to a Web site or landing page.

In fact, the Kelsey Group identified eStara Call Tracking as a potential antidote to click fraud. "One antidote to the real or perceived problem of click fraud is to move from a click-based billing model to a cost-per-lead or cost-per-action model." Call tracking facilitates pay per call, which is a cost-per-lead model that delivers real-time leads to merchants in the form of phone calls. The Kelsey Group's research has shown that local advertisers are more confident at closing leads over the phone than relying on their Web site copy to do so (if they even have a Web site).

Benefits of Call Tracking

eStara Call Tracking allows marketers to assign unique local or toll-free telephone numbers to individual ads or listings, and generate real-time reports on all calls generated as a means of tracking progress. Thanks to call tracking, marketers, publishers and advertisers benefit from a new level of accountability in their direct response campaigns:

- **Marketers/Agencies:** For marketers, call tracking makes it possible to monitor campaign effectiveness and prove ROI to advertisers in real-time, while ensuring more qualified leads than other methods of contact.
- **Publishers:** For publishers, call tracking supplements online pay for performance programs with a new model that works online and offline – pay per call. Like pay per click, which charges advertisers for any clickthroughs to a landing page or website, pay per call allows advertisers to pay on a "per-call" basis for every lead.
- **Advertisers:** Call tracking helps advertisers make the most of their advertising spend by guaranteeing that calls lead to qualified leads. This is done by providing advertisers with information on every caller, such as name, address and phone number. In addition, enterprise-level call tracking provides recording features to ensure that inbound leads are handled properly, and generate lost lead reports so that businesses can follow up on any calls that were missed.

Traditionally, provisioning a call tracking number has been expensive and time consuming. ATG has made call tracking easy. Call Tracking from ATG leverages an IP-infrastructure that enables aggressive pricing for publishers and real-time provisioning of local and toll-free numbers. Due to

long-established partnerships with major telecommunications providers worldwide, ATG has the most extensive local number coverage in the market.

SpaFinder

One company that has seen tremendous success using eStara Call Tracking from ATG with its local advertisers has been SpaFinder, the world's largest spa marketing and media company. It offers an online directory service that puts people in touch with local spas and resorts.

SpaFinder is tasked with proving a return on investment to its advertisers. To do this, it needed to implement a tracking system that would show spa partners exactly what calls SpaFinder was generating on their behalf and where those calls were coming from. "We suspected that we were delivering a lot of reservation calls to our partner spas, but we had no data on how many," said Angela Tassone, e-commerce director for SpaFinder.

With Call Tracking, SpaFinder was able to determine that it was delivering more than 5,000 leads per month to its network of resort, destination, and medical spa advertisers. "We have been able to demonstrate exceptional ROI to our directory advertisers," according to Pete Ellis, chairman and CEO of SpaFinder. "Using this service, we are able to convert call volume to revenue generated for our spa partners, and prove the value of working with SpaFinder."

In the case of one spa, SpaFinder was able to connect more than \$160,000 of revenue in one month to the once-skeptical advertiser.

How It Works

With its innovative IP-based technology, eStara Call Tracking service is radically different from traditional offerings. Others offer service based on legacy switch systems that are more expensive to provision and deploy, and are more likely to fail. ATG's IP-based infrastructure relies on multiple datacenters around the globe to assure service reliability, scalability and flexibility.

Using ATG's self-service portal, WebCare, agencies and publishers can manage all aspects of their call tracking campaigns, including:

NUMBER PROVISIONING

Provision individual local and toll-free call tracking numbers in real-time through WebCare, XML or Excel feeds to provision large batches of numbers at once. Access the full inventory of local and toll-free numbers to update campaigns on the fly.

DEPLOYMENTS

Call Tracking numbers are ideal for tracking online and offline campaigns, including Yellow Pages ads, search engine listings/landing pages, newspaper classifieds, direct mail, radio and television ads. Unique numbers can be displayed in every venue and tracked from a single location.

TRACKING

All calls are tracked using patented IP infrastructure, allowing publishers to generate revenue through pay per call, call volume guarantees or subscription-based models. Call Tracking allows:

- Call forwarding to route calls to multiple destinations which minimizes the risk that a qualified lead will go unanswered by the business
- Lost lead email reports to offer businesses a second chance in going after prospective buyers
- Call recording to ensure agents are handling callers appropriately

REPORTING

ATG offers real-time reporting through XML feeds, email, fax or online including:

- Caller details including phone number, name and address, geographic location, and call duration
- Plot of calls on U.S. map
- List of top 20 calls based on ZIP codes
- Hourly, daily, weekly and monthly caller activity graphs
- Call recording capabilities to capture lost leads

BILLING

Publishers can build rules to manage advertising billing for pay per call and other business models.

Thomas Industrial Networks

ThomasNet.com is a leading vertical search engine that brings together industrial buyers and sellers nationally, regionally and locally. ThomasNet began offering eSara Call Tracking service to prove ROI to select advertisers.

“[ATG] tracks every phone call generated, which gives our clients a complete picture of ROI. We wanted to feel comfortable that we would not be putting our advertisers at risk of losing leads. [ATG’s] VoIP infrastructure and network reliability made us feel confident that we were choosing the right provider,” said Pat Daloisio, Director of Strategic Initiatives, Thomas Industrial Network. “Thanks to Call Tracking from ATG, ThomasNet is now able to deliver thousands of calls per month to hundreds of its advertisers and prove it.”

Why ATG?

eStara Call Tracking from ATG offers a number of advantages over traditional providers, including:

BETTER COVERAGE

- ***Superior Market Coverage:*** ATG offers unrivaled North American and European coverage. In the U.S., Call Tracking service offers local phone numbers in over 3,500 cities, over 80% of the population centers and 100% toll-free coverage.
- ***Better SME and Local Advertiser Options:*** Local advertisers want local numbers and local call screening options.

ATG delivers more local numbers across the U.S., Canada, and Europe than any other provider. In addition, ATG offers features that make call tracking more powerful for local businesses including geo-targeting and lost lead reporting. Geo-targeting lets advertisers receive calls from local prospects. For example, a plumber in Akron can elect to receive Call Tracking leads from local prospects only. Lost lead reporting offers advertisers daily reports on missed calls or short duration calls, giving them a second chance to contact prospective customers.

- ***Better Scalability:*** The call is connected, every time. ATG offers multiple ports as a standard feature at no additional cost to ensure automatic call connection and ample, automatic call overflow protection for advertisers.
- ***Better Reliability:*** ATG's fully hosted service offers a VoIP advantage, which means you have no single point of hardware/switch failure to worry about and greater survivability than legacy switch-based services.

FASTER SERVICE

- ***Faster Reporting:*** Offer advertisers real-time reporting including lost lead reports that provide information on missed calls and calls that end up in voice mail. Lost lead reports give your advertisers a second chance to complete a sale to phone based leads. When responding to missed calls, every second counts and Call Tracking reports can be sent in real-time or scheduled and transmitted by fax, email or through the Web.
- ***Faster Phone Number Provisioning and Account Set-Up:*** Choose local or toll-free call tracking numbers in real-time. ATG has eliminated the 24 to 72 hour waiting period that once burdened the industry, allowing our clients to get their advertisers up and running immediately. Numbers are provisioned in real-time through the WebCare portal.

LOWER COST

- ***Inexpensive:*** Advanced VoIP technology drives lower cost, greater revenue potential for you, and higher value per dollar spent by your advertisers.

Leads.com

Leads.com, an online advertising agency dedicated to helping businesses reach local consumers online, has implemented an eSara Call Tracking program to validate the impact of its cross-channel advertising campaigns for small business advertisers.

The use of call tracking numbers enables Leads.com's advertisers, with or without a Web presence, to generate phone based leads from online advertisements. Leads.com creates landing pages for its advertisers that enable them to offer call tracking numbers. For example, one Leads.com advertiser now tracks all of the call activity from his listing on Leads.com.

Gaining credibility with advertisers is a crucial first step in building a pay for performance call tracking program, according to Leads.com CEO Todd Walrath, "Our customers tend to be service rather than transaction oriented. A local business typically converts 40 percent-50 percent of these phone leads into a sale. ATG tracks each call and allows us to prove the ROI to each customer."

Conclusion

Proactive marketers and publishers are using eSara Call Tracking to provide proof of performance to demanding advertisers, and generate incremental revenue through pay for performance models. While more and more small businesses are recognizing the power of the Web to generate leads, few are equipped with the resources or skills to convert leads online. Therefore, it becomes more important to deliver these leads through a form factor in which the businesses have demonstrated confidence in converting sales. That form factor is the phone.

Call tracking technology, pay for performance and pay per call pricing offer publishers, search engines and lead generation marketers promising new ways to demonstrate value and generate revenue. With a host of new vendors offering such services and promoting different pricing models, companies looking to deploy this technology and consider these revenue models should choose technology vendors, which offer flexibility and best-of-breed services to ensure success.

Call Tracking is a proven, easy-to-implement solution that enables you to monitor and track your advertising and campaigns. Call Tracking is part of the ATG e-commerce Optimization Services product line, which quickly and dramatically lifts conversion rates and order sizes for any e-commerce site. These on demand (SaaS) services, including automated recommendations and services that connect online shoppers to a live agent interaction, deliver the capabilities that quickly lift Web revenue, and can be deployed easily and rapidly to any Web site, even those not running on the ATG platform.



About ATG

A trusted, global specialist in e-commerce, ATG (Art Technology Group, Inc., NASDAQ: ARTG) has spent the last decade focused on helping the world's premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform for powering highly personalized, efficient and effective e-commerce sites. The company offers a line of platform-neutral, SaaS-based ATG e-Commerce Optimization Services, which can be easily added to any Web site to increase conversions and order size. ATG customers include progressive, innovative online brands like AT&T, Best Buy, Bulgari, Coca Cola, Continental Airlines, CVS, Dell, Diane von Furstenberg, DirecTV, eLuxury, El Corte Ingles, Expedia, France Telecom, Harvard Business School Publishing, Hewlett-Packard, Hilton, HSBC, Intuit, Jenny Craig, Louis Vuitton, Macy's, Mercedes Benz, Meredith, Microsoft, Neiman Marcus, New York & Company, NutriSystem, OfficeMax, PayPal, Philips, Procter & Gamble, Sears, Sony, Symantec, Target, T-Mobile, Tommy Hilfiger, Urban Outfitters, Verizon, Viacom, Vodafone and Walgreens. For more information, please visit <http://www.atg.com>.
Published April 2008