



# GOOD TO KNOW FOR AGENCIES

WEBINAR: | Speaker: **Cornelia Day**

# WHAT IS IT ABOUT?

- Questions to make sure customers' various requirements are met
- Customer FAQ
- New dashboard
- Campaign Management for better management of multiple customers/pools/numbers

# CHECKLIST

## Questions to ask your customers about Call Tracking

- ☐ Which marketing measures does the customer want to be evaluated?
- ☐ Which data is particularly important to the customer in this process?
- ☐ How should the measures be evaluated? Reports or analysis tool?
- ☐ If analysis tool, which?
- ☐ What is the monthly budget allocated for this?
- ☐ What precisely is the scope?
  - ☐ Single-number pool
  - ☐ Telephone number pool for the website
- ☐ If dyn. tracking for the website:  
How many unique visitors visit the site each month?
- ☐ Are Analytics and Ads integrated?
- ☐ Who takes care of what?
  - Script on the site \_\_\_\_\_
  - Control Panel administration \_\_\_\_\_
  - Data analysis \_\_\_\_\_
  - Other \_\_\_\_\_
- ☐ What is the planned schedule? When does Call Tracking need to be live by?
- ☐ Which products? Advice-intensive? Conversion time?
- ☐ Does the customer want access/own management?

## AGENCY

### The Agency should ask itself the following questions:

- Do I want to create and manage the customer in my own account? Reseller?
- Or do I want to act as a referrer?

## RESELLER

vs.

## REFERRER



- Access to customer data
- Own management
- Own invoicing
- Bundling of own products
- Free price definition for more cost-effective purchasing



- Support by matelso and not by the referrer, commission of up to 20% a year on monthly sales
- Financial accounting and late payments managed by matelso



- Support for agency customers must be provided via the agency
- This means more work



- Authorizations for managing the account via the referring agency must be observed
- Predefined margin
- No access to customer data





## FAQ by customers:



Isn't it annoying when the telephone number on the website changes?

Customer's objection: I don't want a new number. My customers know my telephone number

What if the caller notes down the number?

What do I do if I no longer want to work with you or matelso?

Can I use my own telephone number for tracking?



No, experience tells us that no one notices anyway

The telephone number can still be reached, of course

The customer journey can then continue to be tracked throughout the lifetime of the cookie.

The telephone number can still be reached, of course, provided that it is still active

You can take your telephone number with you to another provider. Phase out the telephone number (calls still received?)

No, we advise against that. The telephone number has to be ported to matelso. A different telephone number is always used for dynamic tracking anyway



## FAQ by customers:



Is installing the matelso script a complex task?

What happens if I disable the script?

I can make a pool of 10 into a pool of 100?

How big should my telephone number pool be?

Who has the right to a telephone number?

I want to set up telephone numbers in different countries. Can I do that?

I want a telephone number in an area code where I don't have an address/branch. Can I do that?



No, it takes no more than five minutes using a tag manager

The telephone number will no longer be displayed, but can continue to be accessed, provided that it is still active

That is a technically complex task. Please book a new telephone number to do that.

Guide values are provided in the matelso knowledge base

The subscriber

Of course. Please contact matelso regarding the commercials. Different countries have different requirements (proof of address etc.)

Not in Germany. You must always have a valid address. It must be possible to provide proof of this if requested by the German Federal Network Agency, and it must be possible to meet the subscriber where necessary. This may be possible in other countries. For further information, contact matelso

## Customer requirements:



**Stair lift provider**

A stair lift provider wants to evaluate its print campaigns with respect to calls. The provider does not use any classic analysis tools like Google Analytics. However, the provider is very active, and uses print adverts in lots of different newspapers (around 50). There is a branch address.

## What could the customer be offered?

- Single-number pool/single telephone number for each print campaign.
- As all telephone numbers are booked to one subscriber, this quickly becomes confusing. The Campaign Management module is therefore a good option for improving the evaluation process. Benefit: Can be used for all customers in the account.
- In addition, separate reports can be created for each telephone number.

# BOOK TELEPHONE NUMBERS

## What do I need to know beforehand?

### Why do I need single-number pools?

A single-number pool is a static telephone number. In other words, it always stays the same.

### How is a single-number pool used?

Print campaigns  
Google Ads call extensions  
Individual sources such as MyBusiness, LinkedIn, Xing, etc.  
Newsletter campaigns



### Summary:

When you're using single-number pools, the source is known and is evaluated based on the telephone number. The matelso Search & Replace script is not required as the single-number pool is not dynamically displayed.

# BOOK TELEPHONE NUMBERS

## Subscriber - what does that mean?

### What is a subscriber?

The owner of the telephone number

### Why do I need the subscriber?

Because a valid address is needed for every telephone number in Germany

### Are there any required fields?

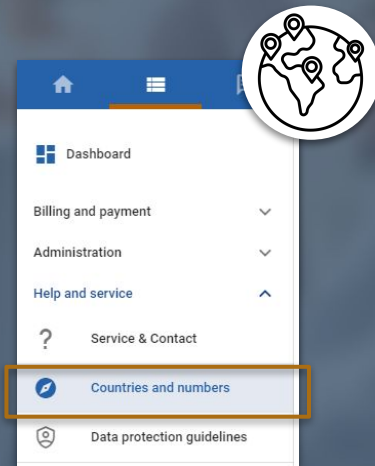
In Germany: company and legal form  
or  
Forename and surname  
Street, house number  
ZIP code, city

## SUBSCRIBER



## What about outside Germany?

Different countries have different specifications/requirements. You can find these here:



## What might such requirements be?

Identity document, excerpt from the commercial register, electricity bill, passport, etc.

# CREATE SUBSCRIBERS

## TO DO in Control Panel

Dashboard

Call and event lists

Configuration

Telephone numbers

Domain

**Subscriber**

Integrations 2.0

Groups

Bulk Upload

Partner ID

Templates

### Create new subscriber

Adressdaten ⓘ

Country

Germany (DE) X

Please note that for mobile numbers in Germany, an identity document, or for companies, an excerpt from the commercial register, is always required.

Title

Firma X

Street

Heilbronner Straße

First name

Building number

150

Name

Building number suffix

Company

matelso

ZIP code

70191

Legal form

GmbH

City

Kaiserslautern

Proof of address ⓘ

Excerpt from the commercial register or official document

Photo ID ⓘ

Possible number categories ⓘ

Possible number categories

Freephone Austria ☆

Freephone Switzerland ☆

National number Germany ☆

Freephone Germany ☆

Mobile number Germany ☆

Landline Germany ☆

CANCEL

CHECK

SAVE

 matelso  
SMART SOLUTIONS FOR CLEVER MARKETING



# CREATE SUBSCRIBER

## TO DO in Control Panel

### Confirmation

Please confirm the details.

I confirm that the subscriber is resident at the address provided. I can at any time, upon matelso's

- ☒ request, submit within 48 hours proof of address in the form of an excerpt from the commercial register or a certificate of registration.

CANCEL

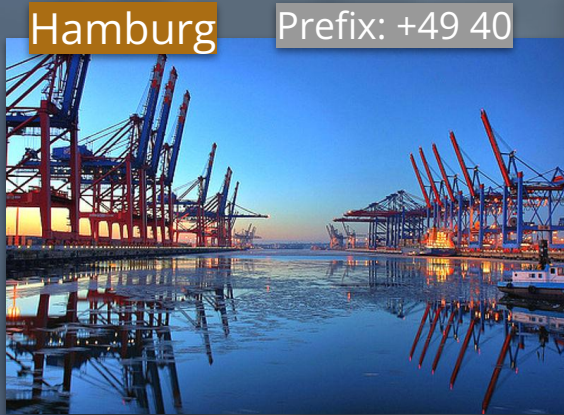
YES

### Why do I have to confirm it?

- To be allowed to book a telephone number, I always need a valid address in Germany
- The corresponding prefix will be assigned to this address
- In case of doubt, it must be possible to provide proof of this

# BOOK TELEPHONE NUMBERS

## TO DO in Control Panel



### What is not possible?

Address Hamburg -> booking of Munich prefix



### What is possible?


Headquarters in Hamburg, subsidiary in Munich

Then the Munich subsidiary will also be created as a subscriber and a telephone number can be booked

# BOOK TELEPHONE NUMBERS

OVERVIEWREPORTINGSENT REPORTS

MapSatellite



Map data ©2020 GeoBasis-DE/BKG (©2009) Terms of Use Report a map error

Subscriber ID:538318

Name:Frau Cornelia Day

Company:matelso/ Webinar GmbH

Address:Heilbronner Straße 150

City:70191 Stuttgart

Prefix:711

Country code:49

Country:Germany

Status:Validated

EDIT

Possible number categories

Freephone  
Austria

Landline  
Germany

Click 2 Call  
International

Freephone  
Switzerland

Book telephone numbers

Which prefix?

Prefix

0711 - Landline

X

How many numbers?

NUMBER POOL

POOL OF 10

POOL OF 100

POOL OF 1000

POOL OF 10,000

CANCEL

SAVE


What do I do if it says "unvalidated" here?  
matelso knowledge base: [Validation](#)

# BOOK TELEPHONE NUMBERS

Book telephone numbers

Which prefix?

Prefix

 0711 - Landline

How many numbers?

NUMBER POOL	POOL OF 10	POOL OF 100	POOL OF 1000	POOL OF 10,000
-------------	------------	-------------	--------------	----------------

CANCEL SAVE

Confirmation

Confirm order?

☒ Yes, I would like to commit to booking the telephone numbers. The contractually agreed prices for number pools apply.

CANCEL YES

When you click "Yes", you will be taken to the overview of telephone numbers.

# CONFIGURE TELEPHONE NUMBERS

Now I'll work through it from left to right:

For the single pools in our example, we need:

- Routing
- Campaign Management
- Reporting

The screenshot displays the Matelso web interface for configuring telephone numbers. The top navigation bar includes tabs for OVERVIEW, ROUTING, SEARCH & REPLACE, CALL MESSAGING, CALL MESSAGING 2.0, CAMPAIGN MANAGEMENT, INTEGRATIONS 2.0, REPORTING, and SENT REPORTS. The ROUTING tab is selected and highlighted with an orange box. Below the navigation bar, the interface is divided into several sections:

- Quick Access:** A grid of buttons for Display snippet, GDPR information, HTTP Request, Last 100 clicks, Delete S&R, and Terminate pool.
- Numbers in pool:** A section showing the telephone number +49 711 - 97573228 and a search icon.
- Pool Data:** A section containing fields for POOL NUMBER (+49 711 - 97573228), ORDER DATE (December 3, 2020), POOL SIZE (1), NUMBER CATEGORY (Germany Landline), and SUBSCRIBER (538318).
- Routing:** A section containing fields for ROUTING DESTINATION and FORWARDING TYPE.
- Search & Replace:** A section containing fields for DOMAIN, CHANNEL SELECTOR, INTEGRATIONS (0), and POOL SELECTOR.

# CONFIGURE TELEPHONE NUMBERS

## What is a routing destination?

! One of the most important things, as the call cannot be forwarded otherwise

What is the difference between Basic & Extended Routing?

You can also always see here which subscriber/pool you're working with

Dashboard

Call and event lists

Configuration

Telephone numbers

Domain

Subscriber

Integrations 2.0

Groups

Bulk Upload

Partner ID

Templates

ROUTING

Routing type

Basic

Extended

Time-dependent Routing

Source-based routing

Start test call

ACTIVATE STORE FINDER

Caller calls

The call starts here. A Call Tracking telephone number is called. You can test the call process yourself, for example by calling the following number: **+49 711 - 97573746**

Call forwarding (max. 1)

Country code Telephone number

+49 711-96589120

ANNOUNCEMENT FOR THE PERSON BEING CALLED:

SAVE CANCEL You have made changes. Do you want to save these changes?



# CAMPAIGN ATTRIBUTES

In our example, we're using our Campaign Management so that we can evaluate it later

Name: Cornelia Day Company: matelso/ Webinar GmbH Subscriber ID: 538318 Prefix: 711 Pool number: +49 711 - 97573228

< OVERVIEW ROUTING SEARCH & REPLACE CALL MESSAGING CALL MESSAGING 2.0 **CAMPAIGN MANAGEMENT** INTEGRATIONS 2.0 REPORTING SENT REPORTS >

ADOPT STANDARD VALUES

### Unused attributes

Kampagne	text
HaendlerID	text
Medium	
Veroeffentlichung	
Mitarbeiter	
Zeitung	
Fillale	
ZeitungMedium	text
Zielpublikum	text

### Populated attributes

No data present

Medium

Value

Email Newsletter existing customer

CANCEL SAVE

+

C2C

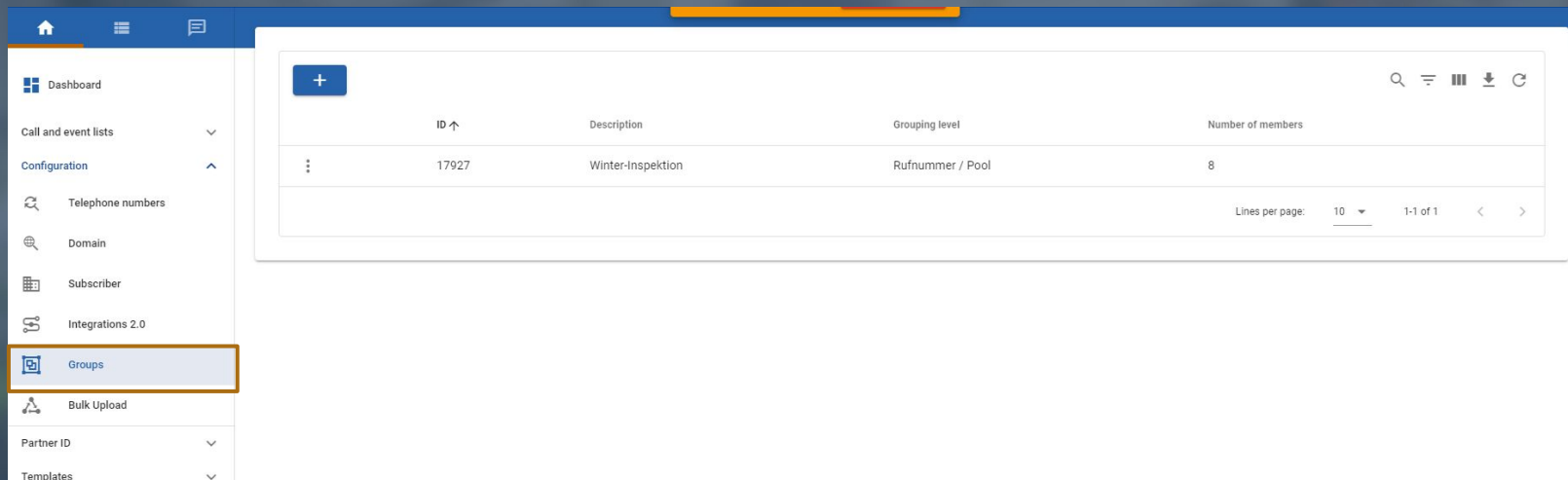
CHANGE NUMBER FORMAT

<input type="checkbox"/>		Status	Pool size	Telephone number	Domain	Routing destination	Medium
<input type="checkbox"/>	<div><div></div></div>	<div><div></div></div>	1	+49 711 - 97573749		+49 711 - 218431430	Tageszeitung Stuttgart
<input type="checkbox"/>	<div><div></div></div>	<div><div></div></div>	1	+49 711 - 97573748		+49 711 - 218431430	Nord
<input type="checkbox"/>	<div><div></div></div>	<div><div></div></div>	1	+49 711 - 97573747		+49 711 - 218431430	Süd
<input type="checkbox"/>	<div><div></div></div>	<div><div></div></div>	1	+49 711 - 97573746		+49 711 - 96589120	West
<input type="checkbox"/>	<div><div></div></div>	<div><div></div></div>	1	+49 711 - 97573745		+49 711 - 218431430	Ost

# REPORTING

Now I'd like a weekly report as a PDF & a monthly report with the Campaign Management attributes as an Excel file, to enable optimum reporting on my campaigns.

To do this, I have created a group for my action:



The screenshot displays the Matelso web application interface. On the left is a navigation sidebar with a blue header containing icons for home, menu, and chat. The sidebar menu includes: Dashboard, Call and event lists, Configuration, Telephone numbers, Domain, Subscriber, Integrations 2.0, Groups (highlighted with an orange border), Bulk Upload, Partner ID, and Templates. The main content area has a white background with a blue header bar. It features a table with columns: ID ↑, Description, Grouping level, and Number of members. The table contains one row with the ID 17927, Description 'Winter-Inspektion', Grouping level 'Rufnummer / Pool', and Number of members '8'. Above the table is a blue button with a white plus sign. To the right of the table are icons for search, filter, list view, download, and refresh. At the bottom right of the table area, there is a 'Lines per page' dropdown set to 10 and a '1-1 of 1' indicator with navigation arrows.

ID ↑	Description	Grouping level	Number of members
17927	Winter-Inspektion	Rufnummer / Pool	8

# REPORTING

## OVERVIEW

## REPORTS

## SENT REPORTS



Group member ↓

ID

Description

In group since:



Yes

1268370

0711 / 97573749 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020



Yes

1268369

0711 / 97573748 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020



Yes

1268368

0711 / 97573747 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020



Yes

1268367

0711 / 97573746 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020



Yes

1268366

0711 / 97573745 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020



Yes

1268365

0711 / 97573744 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020



Yes

1268364

0711 / 97573743 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020



Yes

1268363

0711 / 97573742 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)

11/16/2020

# REPORTING

OVERVIEW

REPORTS

SENT REPORTS

Weekly

Weekly report group

Weekly report call list with Conversion Tracking and Campaign Management (Excel) (group)

Weekly report call list / availability (Excel)

Weekly report as PDF

Monthly

Monthly report group

Monthly report call list with Conversion Tracking and Campaign Management (Excel) (group)

Monthly report call list / availability

Monthly report with the Campaign Management attributes as Excel file

# REPORTING

**Add** PDF

Template  
Weekly report group

Language  
English

How do you wish to access the report?  
**E-MAIL AND DOWNLOAD** ONLY DOWNLOAD

Comment  
Weekly report "Winter inspection"

E-mail recipient  
service@matelso.com

Copy (CC)

Blind copy (BCC)

CANCEL SAVE

no e-mail

**Add** Excel

Template  
Monthly report call list with Conversion Tracking and Campaign Managemen

Language  
English

How do you wish to access the report?  
**E-MAIL AND DOWNLOAD** ONLY DOWNLOAD

Comment  
Monthly campaign report "Winter inspection"

E-mail recipient  
service@matelso.com]

Copy (CC)

Blind copy (BCC)

CANCEL SAVE



# REPORTING

## What do the different reporting levels mean?

Levels at which reports can be set up:

### 1. Telephone number

➔ Der Report beinhaltet die Call Daten einer Rufnummer/ eines Rufnummernpools

### 2. Subscriber

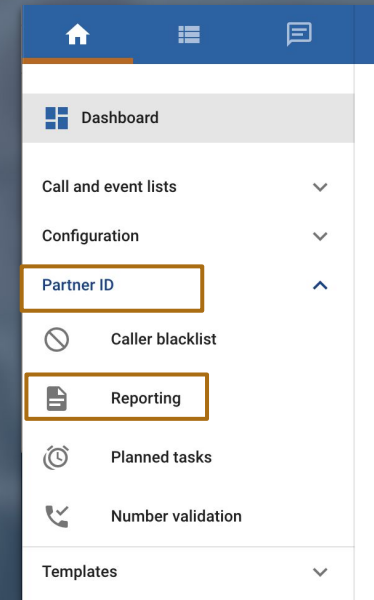
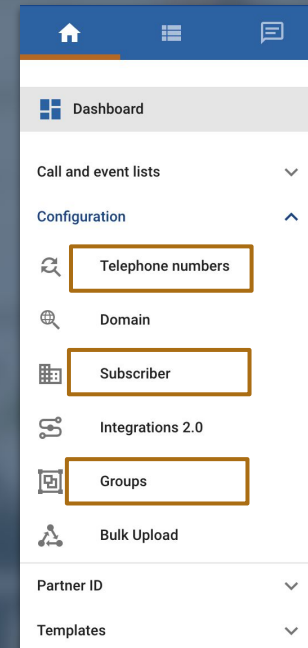
➔ The report contains the call data for all telephone numbers/all number pools for this subscriber

### 3. Partner ID

➔ The report contains the call data for all telephone numbers/number pools that are booked in your account. In addition, at Partner level, a configuration report and an itemized bill report can also be created, for example

### 4. Groups

➔ The report contains the call data for a group created previously



# REPORTING

## What does such a report look like?

**Your weekly MRS Call Report for the Print Campaigns Group - Week 48/2020.**



**matelso GmbH** <info@matelso.com>

an mich ▾

Ladies and gentleman,

please find attached your weekly Call Report on your marketing numbers.

If you have further questions, please contact us:

Phone: +49-711-2184314-0

Email: [service@matelso.com](mailto:service@matelso.com)

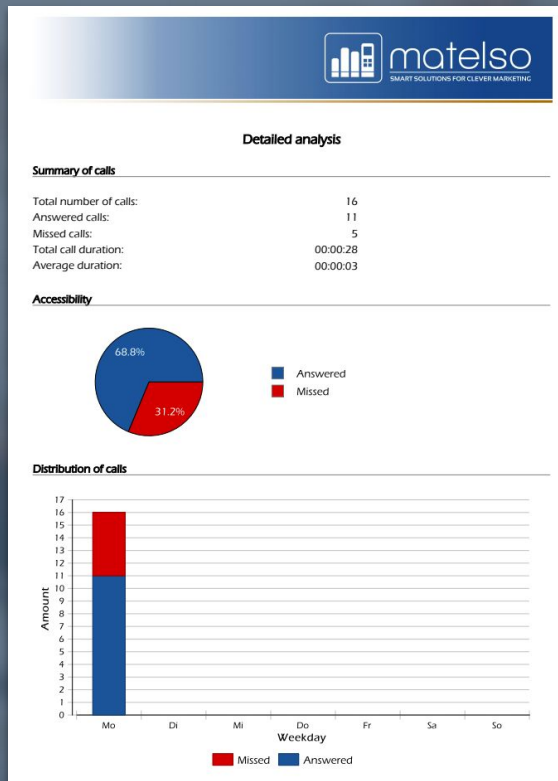
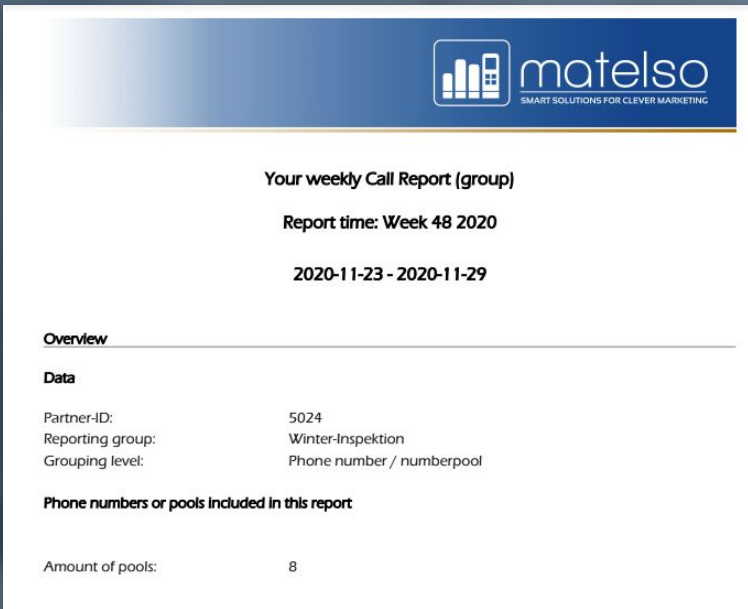
Web: <https://www.matelso.com>

Regards

Your matelso Team

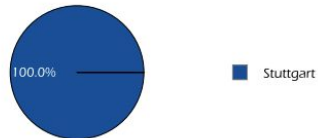


# REPORTING

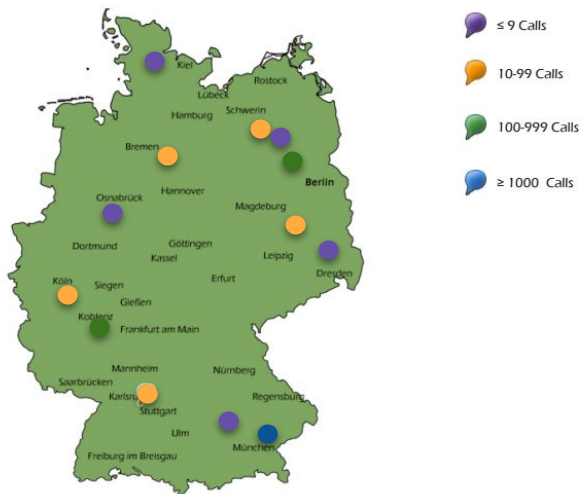


# REPORTING

## Origin of caller



## Distribution of caller in germany



## Call list

Call time	Status	Duration (h: min: sec)	Caller	Called Number	Forwarding destination
23.11.2020 11:06:02	Missed	00:00:00	0711 / 96589xxx	0711 / 97573745	0711 / 218431xxx
23.11.2020 11:05:38	Answered	00:00:01	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:05:15	Answered	00:00:05	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:04:12	Answered	00:00:02	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:03:39	Answered	00:00:01	0711 / 96589xxx	0711 / 97573746	0711 / 96589xxx
23.11.2020 11:03:21	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:02:31	Answered	00:00:02	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:02:17	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:02:11	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:01:56	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:01:02	Answered	00:00:05	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:00:36	Answered	00:00:05	0711 / 96589xxx	0711 / 97573744	0711 / 96589xxx
23.11.2020 11:00:09	Answered	00:00:01	0711 / 96589xxx	0711 / 97573743	0711 / 96589xxx
23.11.2020 10:58:51	Answered	00:00:01	0711 / 96589xxx	0711 / 97573743	0711 / 96589xxx
23.11.2020 10:58:39	Answered	00:00:01	0711 / 96589xxx	0711 / 97573743	0711 / 96589xxx
23.11.2020 10:57:57	Answered	00:00:04	0711 / 96589xxx	0711 / 97573742	0711 / 96589xxx

# REPORTING

## Monthly report on Campaign Management

Who called and from where?

When was the call?

Which Call Tracking number was called?

How many calls were missed?

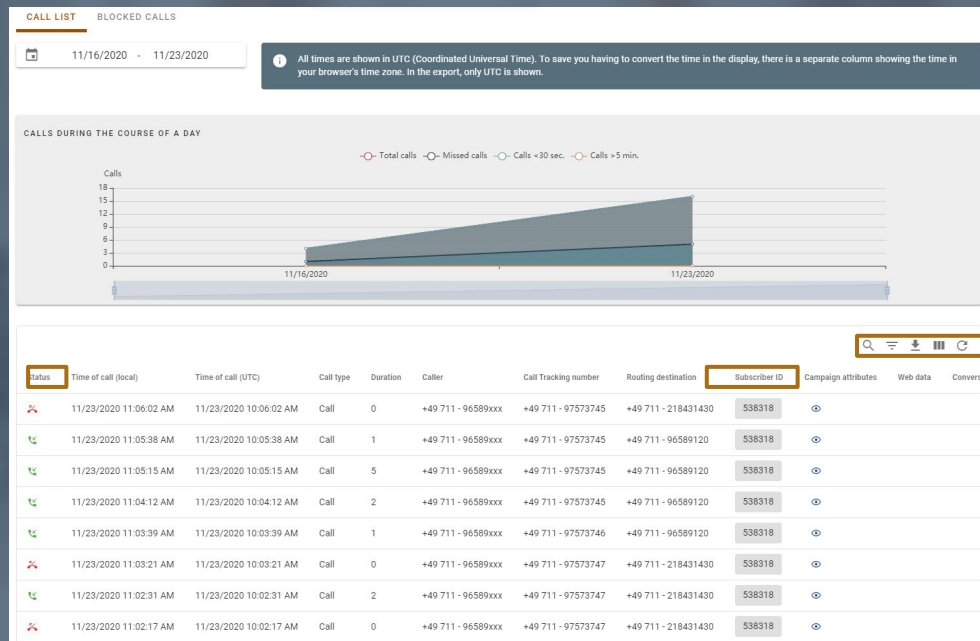
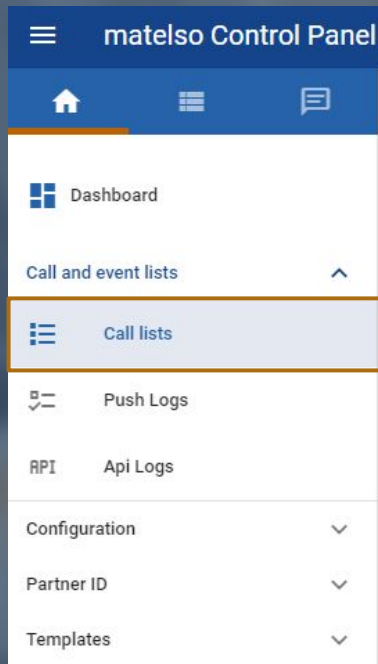
How long did the calls last?

Which campaign performs the best?

Created at: 03.12.2020															
Report period: November 2020															
Call date	Call time	Caller	Caller loc.	Base number	Called number	Status	Duration	( Subscriber	Company	Legal form	Postal cod	City	Country	Charge / €	Medium
2020-11-24	11:35:20 AM	0711 / 96589x	Stuttgart	0711 / 975739;	0711 / 97573928	Success	15	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0045	Tageszeitung Stuttgart
2020-11-24	11:32:14 AM	0711 / 96589x	Stuttgart	0711 / 975739;	0711 / 97573928	Success	14	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0350	Tageszeitung Stuttgart
2020-11-24	11:31:42 AM	0711 / 96589x	Stuttgart	0711 / 975739;	0711 / 97573928	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	Tageszeitung Stuttgart
2020-11-23	11:06:02 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573745	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	Tageszeitung Stuttgart
2020-11-23	11:05:38 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573745	Success	1	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0003	North
2020-11-23	11:05:15 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573745	Success	5	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0015	South
2020-11-23	11:04:12 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573745	Success	2	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0006	South
2020-11-23	11:03:39 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573746	Success	1	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0003	South
2020-11-23	11:03:21 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	South
2020-11-23	11:02:31 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573747	Success	2	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0006	South
2020-11-23	11:02:17 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	West
2020-11-23	11:02:11 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	West
2020-11-23	11:01:56 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	West
2020-11-23	11:01:02 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573745	Success	5	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0015	West
2020-11-23	11:00:36 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573744	Success	5	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0015	West
2020-11-23	11:00:09 AM	0711 / 96589x	Stuttgart	0711 / 975737;	0711 / 97573743	Success	1	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0003	East

# REPORTING/ CALL LIST











What if I want to see the call data/results at any point?





# REPORTING/ CALL LIST

This can also be customized:

Status	Time of call (local)	Time of call (UTC)	Call type	Duration	Caller	Call Tracking number	Routing destination	Subscriber ID	Campaign attributes	Web data	Convers
	11/23/2020 11:06:02 AM	11/23/2020 10:06:02 AM	Call	0	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 218431430	538318			
	11/23/2020 11:05:38 AM	11/23/2020 10:05:38 AM	Call	1	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 96589120	538318			
	11/23/2020 11:05:15 AM	11/23/2020 10:05:15 AM	Call	5	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 96589120	538318			
	11/23/2020 11:04:12 AM	11/23/2020 10:04:12 AM	Call	2	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 96589120	538318			
	11/23/2020 11:03:39 AM	11/23/2020 10:03:39 AM	Call	1	+49 711 - 96589xxx	+49 711 - 97573746	+49 711 - 96589120	538318			

# USE CALL LIST EXACTLY AS YOU WANT

The image displays three overlapping screenshots of the Matelso user interface, demonstrating various customization options for a call list.

**Left Screenshot: Filter Panel**

- Subscriber
- Telephone numbers
- Call type
- Call type
- Caller's network
- Caller's network
- Campaign attributes
- Filiale
- HaendlerID
- Kampagne

**Middle Screenshot: Filter and Download**

**Filter**

- CALLS <30 SEC.
- CALLS >5 MIN.
- MISSED CALLS
- ANSWERED CALLS
- HAS CONVERSION TRACKING

**Download**

- CSV FILE

**Right Screenshot: Show and hide columns**

- Status
- Time of call (local)
- Time of call (UTC)
- Call type
- Duration
- Caller's network
- Caller's network
- Caller
- Network of CallTracking phone number
- Call Tracking number
- Network of the routing destination
- Routing destination

## Customer requirements:



**Tradesman**

A tradesman wants to know how his Ads campaigns are performing in terms of calls. However, he is skeptical about the idea of having a new number and doesn't want existing customers to see the Call Tracking number.

## What could the customer be offered?

- Dynamic telephone number pool that is output on the website. A channel filter for Google Ads for this purpose. This means that the Call Tracking number will only be displayed if someone accesses the site via Ads. And because it is usually new customers who access the site via Ads, this meets the requirement.
- Use Ads call extensions.

## WHAT IS A DYNAMIC TELEPHONE NUMBER POOL?

A dynamic pool is a pool with several telephone numbers that can be displayed dynamically depending on the customer.

**Dynamic:** 10-number pool, 100-number pool, 1000-number pool

**Not dynamic:** 1-number Pool

## WHEN DO I NEED A DYNAMIC TELEPHONE NUMBER POOL?

Only with a dynamic pool can tracked calls be linked to a caller's web data.

You need a dynamic pool if you want to capture web data.

1-  
number  
Pool

10-  
number  
Pool



100-  
number  
Pool

# WEB DATA AND CALL DATA

## Call data:

Data about the call

*Examples:*

*Caller number, called number, time of call, caller network*



## Web data:

Data about the website visitor

*Examples:*

*Landing page, path, online campaign information (UTM parameters, Gclid)*



# THE PRINCIPLE BEHIND DYNAMIC POOLS

## Problem:

Which web user is behind a call?



Which people called?

# THE PRINCIPLE BEHIND DYNAMIC POOLS

## Solution:

Each user is shown their own number..



0631 - 6785 ??



## What does web data tell me?

### Example A - Solution:

Dynamic tracking: evaluating landing pages

URL	Calls
elektroheinz.de/ <b>stuttgart</b>	<b>12</b>
elektroheinz.de/ <b>hamburg</b>	<b>48</b>
elektroheinz.de/ <b>berlin</b>	<b>26</b>
elektroheinz.de/ <b>düsseldorf</b>	<b>65</b>



# What does web data tell me?

## Example B:

Retailer Kleiderkauf.com has various online campaigns on Facebook, Instagram, YouTube, etc.





However, they cannot see which and how many calls were generated by each campaign.



## What does web data tell me?

### Example B - Solution:

Dynamic tracking: evaluating online campaigns

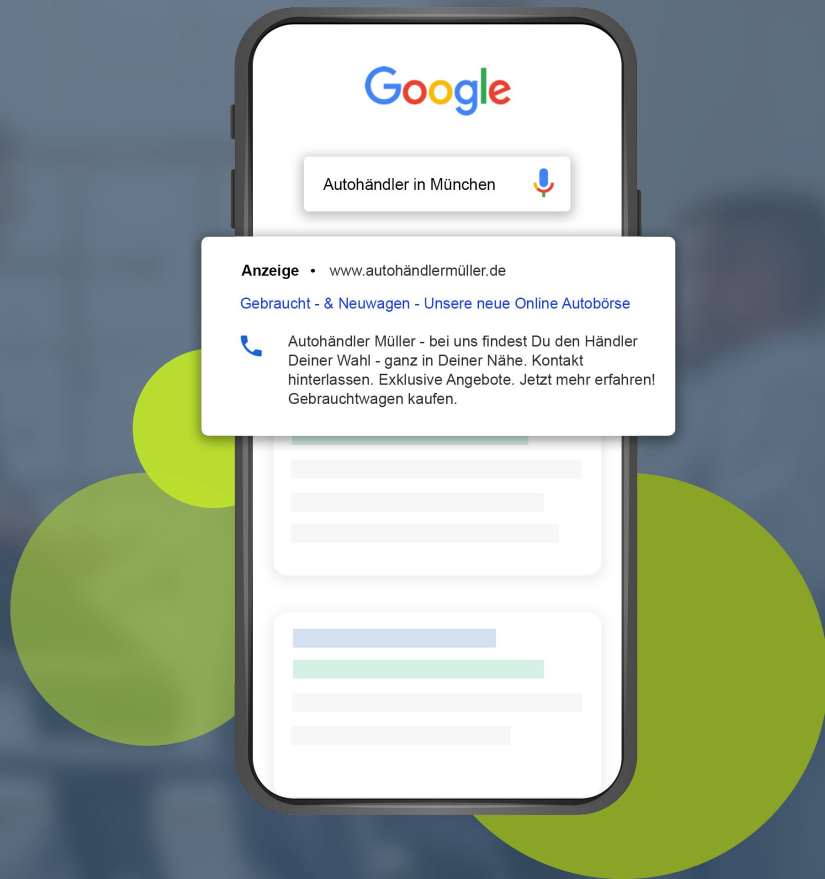
Quellen	Calls
	38
	41
	10
	29

# What does web data tell me?

## Example C:

Car dealer Müller pays for a Google Ads advertisement.

However, they cannot see which and how many calls were generated by each campaign.



# WHAT DOES WEB DATA TELL ME?

## Example C - Solution:

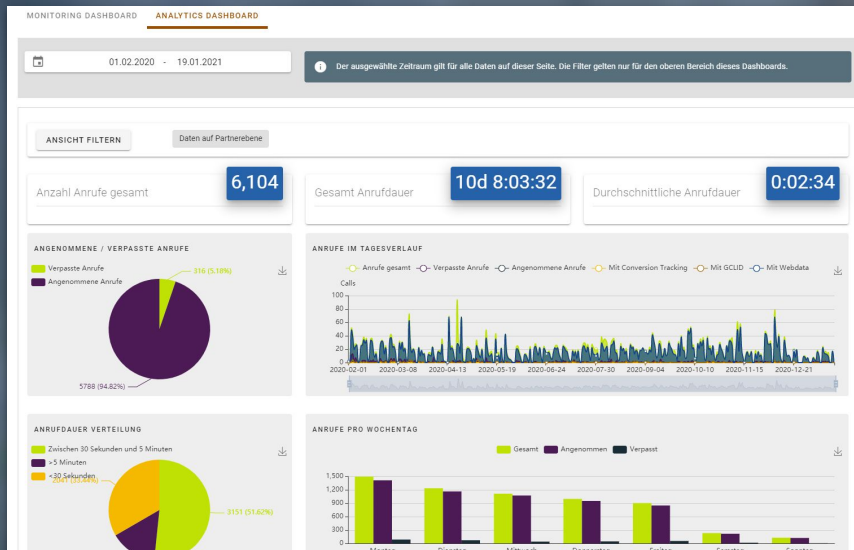
Dynamic tracking: evaluating a Google Ads advertisement

Sources	Calls
Callers via a Google Ads advertisement	22
Callers not via a Google Ads advertisement	45

# EVALUATION - WHERE DO I SEE MY DATA?

## Evaluation in the matelso Control Panel

### Dashboard:



ANRUF PRO URL

Wert	Gesamt Anrufe ↓	Angenommen	Verpasst
https://start/	1112	1054	58
https://se/	670	639	31
https://kontakt/wir-sind-fuer-sie-da/	367	360	7
https://privatkunden/produkte/strom/	256	251	5
https://kontakt-anfahrt/wir-sind-fuer-sie-da/	232	237	15
https://privatkunden/produkte/netzanschluesse/erdgas/	223	219	4
https://se/braut/	202	199	3
https://se/	187	176	11
https://privatkunden/produkte/strom/regionalstrom/	165	155	10
https://wechseln/	147	143	4

Zeilen pro Seite: 10 1-10 von 159
































ANRUF PRO SUCHMASCHINE

Wert	Gesamt Anrufe ↓	Angenommen	Verpasst
google	3416	3251	165
google germany	1368	1323	45
	777	719	58
google luxembourg	42	39	3
t-online	8	7	1
bing	6	6	0
google uk	2	2	0
google belgium	2	2	0
google italy	1	1	0
myway	1	1	0

Zeilen pro Seite: 10 1-10 von 14

# EVALUATION - WHERE DO I SEE MY DATA?

## Evaluation in the matelso Control Panel

Status	Time of call (local)	Time of call (UTC)	Call type	Duration	Caller	Call Tracking number	Routing destination	Subscriber ID	Campaign attributes	Web data	Convert
	08/10/2020 4:51:40 PM	08/10/2020 2:51:40 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 4:50:56 PM	08/10/2020 2:50:56 PM	Call	19	+49 711 - 96589120	+49	+49				
	08/10/2020 3:36:30 PM	08/10/2020 1:36:30 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 3:36:02 PM	08/10/2020 1:36:02 PM	Call	8	+49 711 - 96589120	+49	+49				
	08/10/2020 3:26:21 PM	08/10/2020 1:26:21 PM	Call	21	+49 711 - 96589120	+49	+49				
	08/10/2020 2:51:58 PM	08/10/2020 12:51:58 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 2:50:54 PM	08/10/2020 12:50:54 PM	Call	8	+49 711 - 96589120	+49	+49				
	08/10/2020 2:49:24 PM	08/10/2020 12:49:24 PM	Call	16	+49 711 - 96589120	+49	+49				
	08/10/2020 2:48:35 PM	08/10/2020 12:48:35 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 2:48:03 PM	08/10/2020 12:48:03 PM	Call	6	+49 711 - 96589120	+49	+49				

# WHAT IF I ONLY WANT TO EVALUATE THE ADS CHANNEL?



matelso Control Panel

Admin Login: 5024 [REPORT BUG](#) Call Tracking Hotline: +49 711 / 96 58 91 20 [SERVICE & CONTACT](#) 5024

matelso-cod.com

**Dashboard**

- Call and event lists
- Configuration
  - Telephone numbers
  - Domain**
  - Subscriber
  - Integrations 2.0
  - Groups
  - Bulk Upload
- Partner ID
- Templates

**OVERVIEW SETTINGS**

☒ **Activate Channel Selector**  
With activated Channel Selector, the script is exported none-theless and a cookie is set. Only the export of Call Tracking telephone numbers is controlled via the Channel Selector.

☐ Bing

☐ facebook

☒ Google AdWords

☐ Google organic search

Save decision per visitor 30 days.

☐ **Activate Pool Selector**  
Number pool selection based on URL parameters

URL parameter

Save decision per visitor 30 days.

The appropriate parameter values for assignment to the corresponding pool of phone numbers are found directly in the search

Website visitor MORE

Channel Selector MORE

Search & Replace MORE

Call Tracking number is displayed

**SAVE** CANCEL You have made changes. Do you want to save these changes?



## Customer requirements:



**Real estate agent**

A real estate agent wants to evaluate his website at customer journey level. He uses Google Analytics for evaluation purposes. He also uses Google Ads call extensions and regularly sends newsletters, which he wants to include in the evaluation. He has around 5000 unique visitors to his website each month.


## What could the customer be offered?

- With 5000 unique visitors/month, we recommend a pool of 100 for the website.
- The customer also needs our Search & Replace script for the website and a push configuration for Google Analytics.
- In addition, the customer can use single-number pools for the call extension and the newsletter. For this, the sources are known and call reports can be used. •

# CONFIGURE S&R

Here, you can configure the script that dynamically displays the pool on your website


[OVERVIEW](#) [ROUTING](#) [SEARCH & REPLACE](#) [CALL MESSAGING](#) [CALL MESSAGING 2.0](#) [CAMPAIGN MANAGEMENT](#) [INTEGRATIONS 2.0](#) [REPORTING](#) [SENT REP](#)



**DOMAIN**

**Domain**


This is where the magic happens. The matelso script is integrated into your domain. Here you can determine where you want to place Click2Call or a number replacement.



**REPLACEMENT**

**Phone number replacement**

Using the universally applicable matelso script, a search text defined by you is searched for on your website and replaced by a Call Tracking telephone number. Indispensable for online marketers.



**CLICK2CALL**

**Click2Call**

Adding a callback button to your website in just a few clicks? No problem. With the help of Click2Call and the matelso script, this function can be added to your website in minutes.

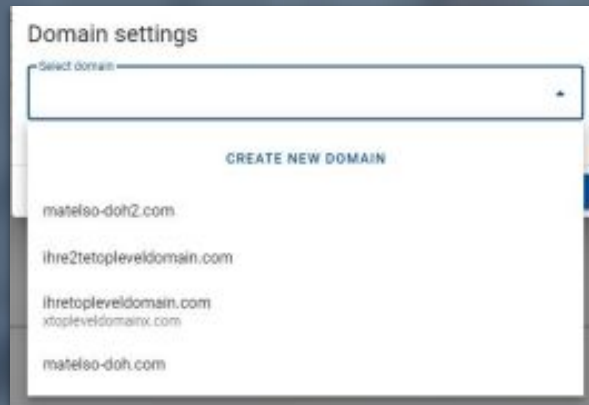
**We are calling you now!**  
powered by matelso

*More information:*

[matelso Knowledge Base: How is Search & Replace configured?](#)

# CONFIGURE S&R

## Create or select the domain

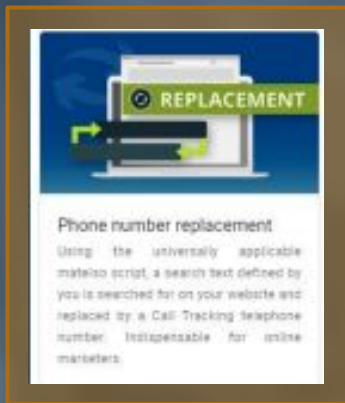


### *Tip:*

Have you got a dynamic pool that needs to be displayed on two or more domains? Use the alias function.

# CONFIGURE S&R

## Create or select the domain



Phone number replacement

Number format

Prefix (optional)

We will generate a search string for you.

SEARCH FOR TEXT ON PAGE SEARCH FOR CSS SELECTOR ON PAGE

Search string

☐ The script-based display of numbers causes costs according to your contract. By clicking on save you accept these costs.

CANCEL SAVE

### Telephone number format:

Format in which the Call Tracking telephone number is to be displayed.

Example +49 6301 323232 or 06301 323 232

### Search text:

The content to be replaced by the Call Tracking telephone number, usually the forwarding destination. Several search texts can be stored.

Example: The hotline number 040 891892893 is displayed on your website, and it needs to be replaced by the Call Tracking number. Search text = 040 891892893

**Please note!**

**We work with exact matches.**

040 891892893 is not the same search text as 040-91892893



# ADDING THE S&R SCRIPT TO YOUR WEBSITE

## Where do I find the script?

1. Directly in the Control Panel
2. Via the Google Tag Manager – Community templates

### *More information:*

[matelso Knowledge Base: Where can I find the matelso script for my website?](#)

```
<!-- matelso Calltracking -->  
<script>  
  (function(m,e,t,r,i,s,o)(m["CallTrackingObject"]=i;m[i]=m[i]||function(){  
    (m[i].q=m[i].q||[]).push(arguments)};s=a.createElement(t);  
    o=a.getElementsByTagName(t)[0];s.async=1;s.src=r;o.parentNode.insertBefore(s,o)  
  })(window,document,"script","//www.matelso.de/webtracking/4/", "mtls");  
</script>  
<!-- End matelso Calltracking -->
```

## How do you add the script to your website?

1. Set the code snippet before your page's closing head tag.
2. Google Tag Manager – New tag – User-defined HTML or matelso template

### *More information:*

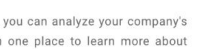
[matelso Knowledge Base: Inbound calls with Google Tag Manager](#)

## EVALUATION - WHERE DO I SEE MY DATA

## Evaluation via other analysis tools – via Integration 2.0:

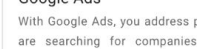
PUSH CONFIGURATIONS

ACCOUNTS



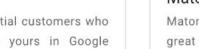
Google Analytics

With Google Analytics, you can analyze your company's data with free tools in one place to learn more about your customers.



Google Ads


With Google Ads, you address potential customers who are searching for companies like yours in Google search. Connect calls to your ads via Call Tracking numbers.



matomo

Matomo is a comprehensive analytics platform with a great focus on data protection and data sovereignty. As an open source based system, the platform can even be hosted on its own servers.

CUSTOM



Would you like a little more? Do you have individual endpoints and want to see data in your own tool? Then start the expert configuration now.

**More Information:**

## matelso Knowledge Base: Integrationen

## Customer requirements:



**Doctor**

A doctor wants to know exactly how many new patients he has acquired via the call extension.

## What could the customer be offered?

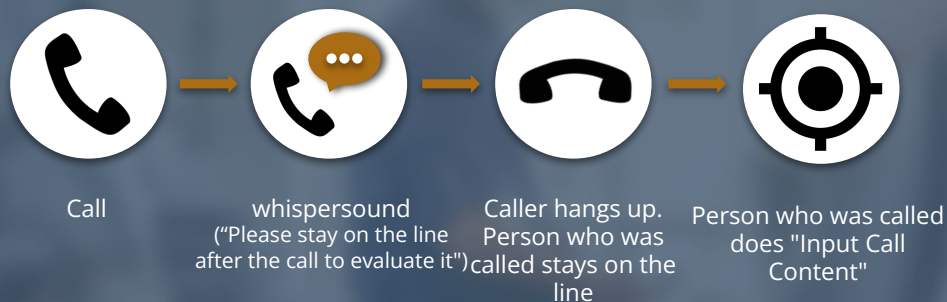
- He could use matelso Conversion Tracking and have the call evaluated by his employees after it has ended to obtain this information.



# CONVERSION TRACKING

How about adding even more info to calls?

## → Conversion Tracking



## What do I need to know in order to do this?





Please make sure your employees know how important it is to submit the evaluation after the call. If they do not do this, you will not receive any meaningful data.

# CONVERSION TRACKING

The campaigns that have performed best will be analyzed again using Conversion Tracking.

## Input Call Content

### Edit code map

 1	Input via telephone	Assigned text	Appointment	-	+
 2	Input via telephone	Assigned text	Offer created	-	+
 3	Input via telephone	Assigned text	Follow Up to Do	-	+
 4	Input via telephone	Assigned text	No tracking	-	+

CANCELSAVE

# EVALUATION AND RESULTS



Angenommen	03.12.2020 1:	15	Stuttgart	+49 711-9658 +49 711-9757 +49 711-2184	538318	matelso/ We Call_Content	1
Angenommen	03.12.2020 1:	15	Stuttgart	+49 711-9658 +49 711-9757 +49 711-2184	538318	matelso/ We Call_Content	1
Angenommen	03.12.2020 1:	16	Stuttgart	+49 711-9658 +49 711-9757 +49 711-2184	538318	matelso/ We Call_Content	1
Angenommen	03.12.2020 1:	15	Stuttgart	+49 711-9658 +49 711-9757 +49 711-2184	538318	matelso/ We Call_Content	1
Angenommen	03.12.2020 1:	17	Stuttgart	+49 711-9658 +49 711-9757 +49 711-2184	538318	matelso/ We Call_Content	1
Angenommen	03.12.2020 1:	17	Stuttgart	+49 711-9658 +49 711-9757 +49 711-2184	538318	matelso/ We Call_Content	2
Angenommen	03.12.2020 1:	22	Stuttgart	+49 711-9658 +49 711-9757 +49 711-2184	538318	matelso/ We Call_Content	2

- ➔ 5 x Book Appointment
- ➔ 2 x No follow-up

Very positive!  
Good rate of appointments



## Customer requirements:



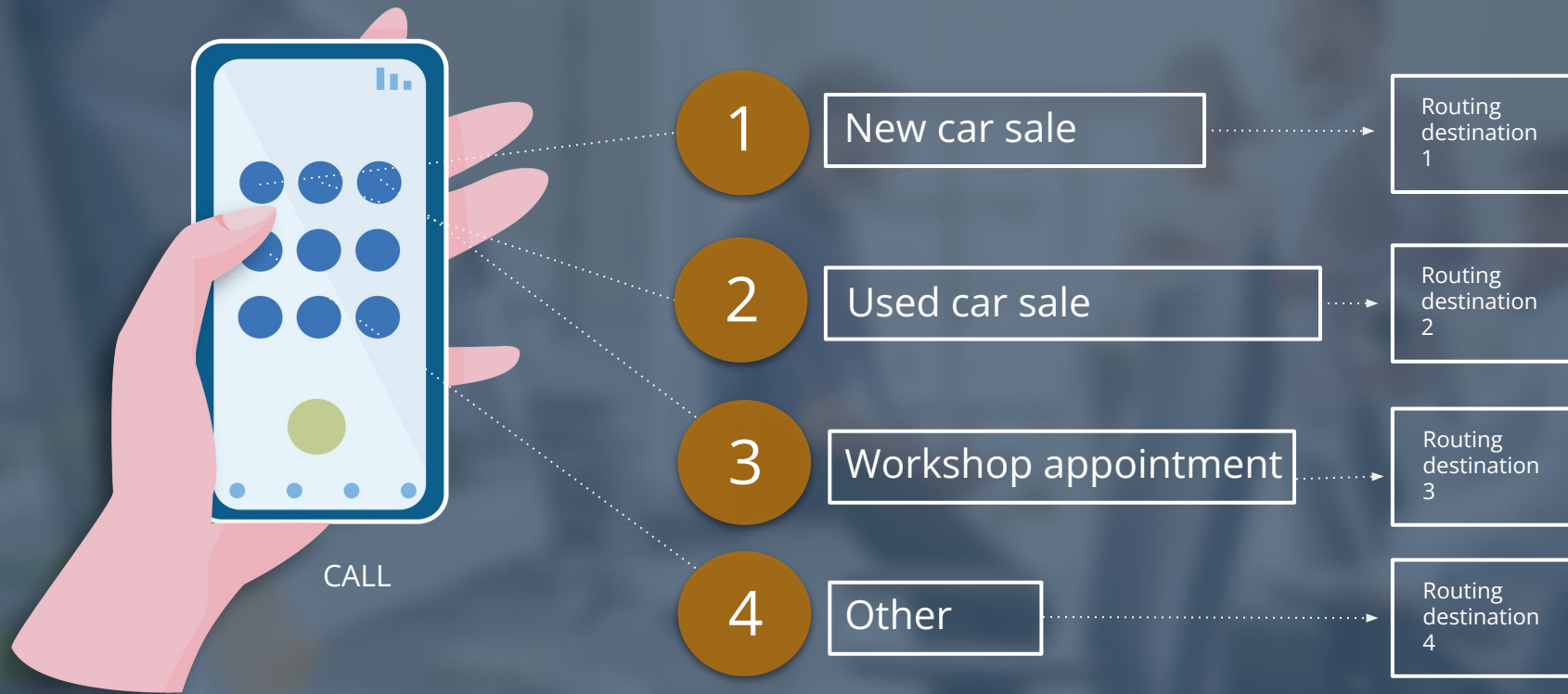
### Car dealership

A car dealership wants to forward its callers directly to the relevant department for their inquiry.

- New car sales
- Used car sales
- Workshop appointment booking
- Other

## What could the customer be offered?

- matelso IVR



matelso Control Panel

Admin Login: 5024REPORT BUG

Call Tracking Hotline: +49 711 / 96 58 91 20SERVICE & CONTACT5024

Dashboard

Call and event lists

Configuration

Telephone numbers

Domain

Subscriber

Integrations 2.0

Groups

Bulk Upload

Partner ID

Templates

OVERVIEWROUTINGSEARCH & REPLACECALL MESSAGINGCALL MESSAGING 2.0CAMPAIGN MANAGEMENTINTEGRATIONS 2.0REPORTINGSENT REPORT

Routing type

BasicExtended

Time-dependent RoutingSource based routingStart test call

Additional functions

Conv. TrackingCall Recording

Extended routing features

PreIVR

The caller receives an individual announcement and can be forwarded to routing destinations defined by you by pressing the defined buttons. If no button is pressed, the standard routing takes effect.

Active

Select an announcement

Select key input

Select routing profile

Caller calls

The call starts here. A Call Tracking telephone number is called. You can test the call process yourself, for example by calling the following number: +49 6571 - 1763023

PreIVR

Please select a PreIVR announcement.

Key inputRouting profile

1New Cars

If no key is entered, the announcement is repeated. If no entry is made again, the call will automatically continue to 'call forwarding'. If an undefined key is pressed, the call goes directly to 'call forwarding'.

Call forwarding (max. 4)

Country codeTelephone number

+49171-4381261

Timeout after 100 seconds

ANNOUNCEMENT FOR THE PERSON BEING CALLED:



## Agency FAQs to matelso? !



What is a better way to evaluate the invoice?

How can a customer retrospectively review his call connection quality?

How do I access an overview of all configurations in my Control Panel?

Where can I see a direct overview of my data?

Where can I find my prices?

Where can I see the countries where I can already book telephone numbers?

Can I give my customers their own login for my reseller account?



Invoice report

EVN report

Configuration report

In the Control Panel dashboard

In the contract

In the Control Panel under "Book telephone numbers"

No, that's not possible for data protection reasons. Then the customer would be able to see other customer data as well