

CHECKLIST

Questions to ask your customers about Call Tracking

Customer name

☐ 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 ☐ RN-Pool für die Webseite

☐ 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?

☐ Access/ self-administration?