



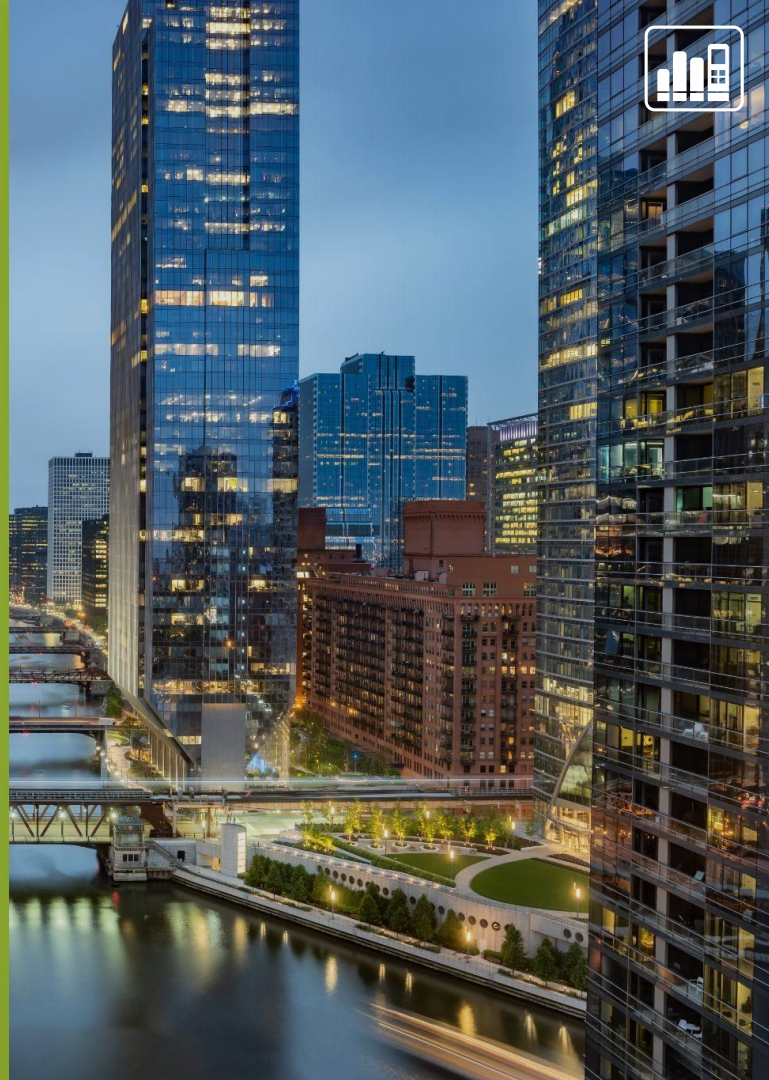
BASIC KNOW-HOW SUMMARY

MATELSO NUMBERS: AN OVERVIEW

WEBINAR with **DOMINIK HOFMANN**

TODAY'S TOPICS

- What kinds of Call Tracking numbers are there?
- The difference between web data and call data
- Practical example – static telephone numbers
- Practical example – dynamic telephone numbers
- Practical example – combination
- How can I implement scenarios like these?





WHAT ARE CALL TRACKING NUMBERS?

Marketing numbers that redirect to another existing number and track data

What kind of call tracking numbers are there?

Static Number

- Single-number pool/individual telephone number
- Can track call data
- Can be used for individual sources

Dynamic number pools

- 10, 100, 1,000 or more numbers in one pool
- Require the matelso script in the domain
- Multiple numbers that are dynamically displayed
- Can track call data and web data



THE PRINCIPLE BEHIND DYNAMIC POOLS

Problem:

Which web user is behind a call?

10 people

Data from 10 web users

2 callers



Which 2 people called?



THE PRINCIPLE BEHIND DYNAMIC POOLS

Solution:

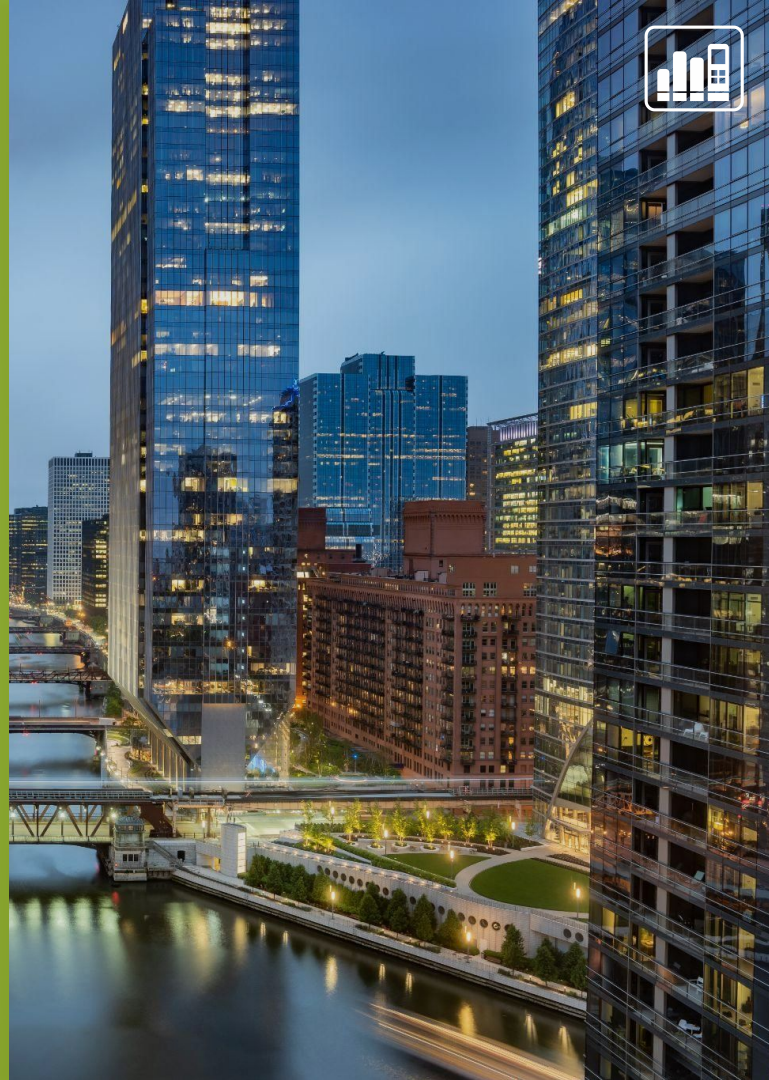
Each user is shown their own number



0631 - 6785 ??

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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)





WHAT CAN THIS DATA TELL ME?

Call data:

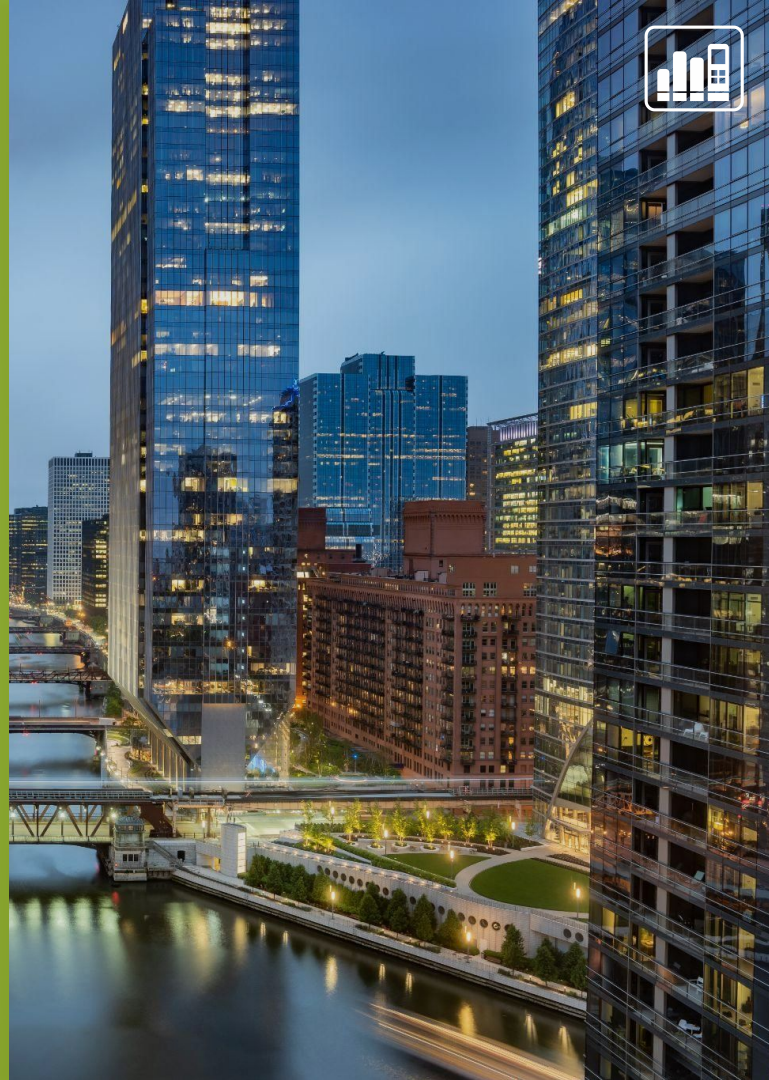
- How many calls have I had to this number?
- How many missed calls do I have?

Web data:

- Which online campaign did the website visitor come from?
- From which part of my website does the call originate?
- Which paid advertising offers good returns?

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PRACTICAL EXAMPLE – DYNAMIC TELEPHONE NUMBERS

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

They would like to know:

- Which call came from which campaign?
- How many calls do the individual campaigns generate?





REQUIRED SET-UP

Necessary set-up for our scenario:

Dynamic pool with script on my website

Tip!

Determine pool size – depends on number of visitors!

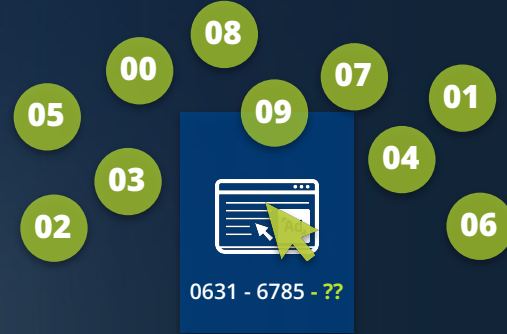


How do I calculate the correct pool size for my website?

matelso script for the website



Where can I find the matelso script for my website?





EXAMPLE – WEBSITE VISITORS

1

Visitors come to my website via an Instagram ad



2

Visitor now has the UTM parameter "utm_campaign=instagram" in their URL

utm_campaign=instagram

3

Visitor then calls via a Call Tracking number from the pool



4

UTM parameters are web data that matelso collects



5

Call is assigned to the web data and saved



EVALUATION - DYNAMIC TELEPHONE NUMBERS

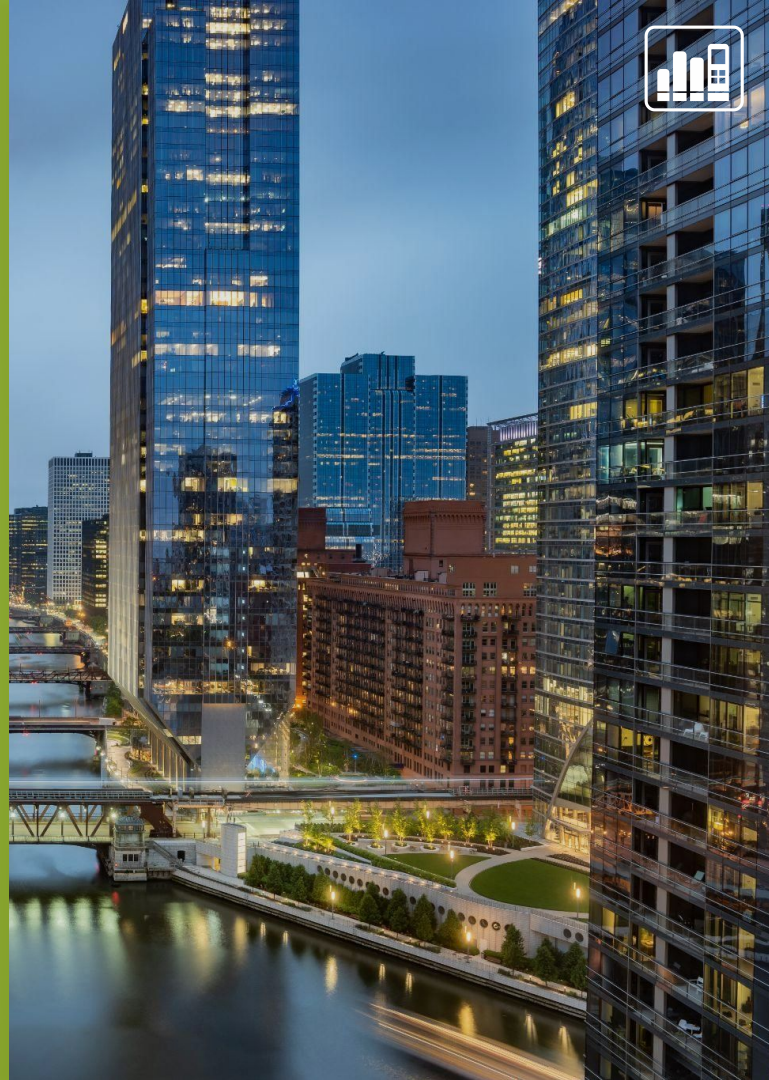
Evaluating online campaigns

Sources		Calls
	↔	38
	↔	41
	↔	10
	↔	29



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PRACTICAL EXAMPLE – STATIC TELEPHONE NUMBERS

A garage wants to start a "Winter Inspection" offline campaign.

It uses the following media:



E-mail newsletter to
existing customers



E-mail newsletter to
prospects



Advertisement in
"MensHobby"
Target audience: men



Advertisement in
"LadiesHobby"
Target audience:
women



Advertisements in
various
**regional weekly
newspapers**



Display banner
at a well-frequented bus
stop in the local town

PRACTICAL EXAMPLE – STATIC TELEPHONE NUMBERS



The management wants to know:

- How many existing customers have made an appointment for an inspection because of the mailing?
- How many new customers have been acquired through the newsletter to prospects/CRM contacts?
- Which target audience is easier to reach through gender-specific print advertising? A/B testing to enable comparison
- In which ZIP code was the regional print ad most successful? Would it make sense to distribute flyers in a specific region?





PRACTICAL EXAMPLE – STATIC 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:

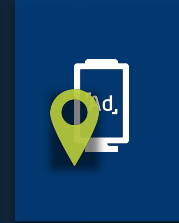
When you're using single-number pools, the source is known and is evaluated based on the telephone number. The matelso Search & Replace script is not required as the single-number pool is not dynamically displayed.



REQUIRED SET-UP

Necessary set-up for our scenario:

1s pools per source:



Tip!

If you are working with a lot of single-number pools, it makes life much easier to use our Campaign Management:



[Webinar Campaign Management: matelso.com/webinare](https://matelso.com/webinare)



CAMPAIGN ATTRIBUTES



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Webinar Campaign Management: matelso.com/webinare

EVALUATION – STATIC TELEPHONE NUMBERS

Data used: call data

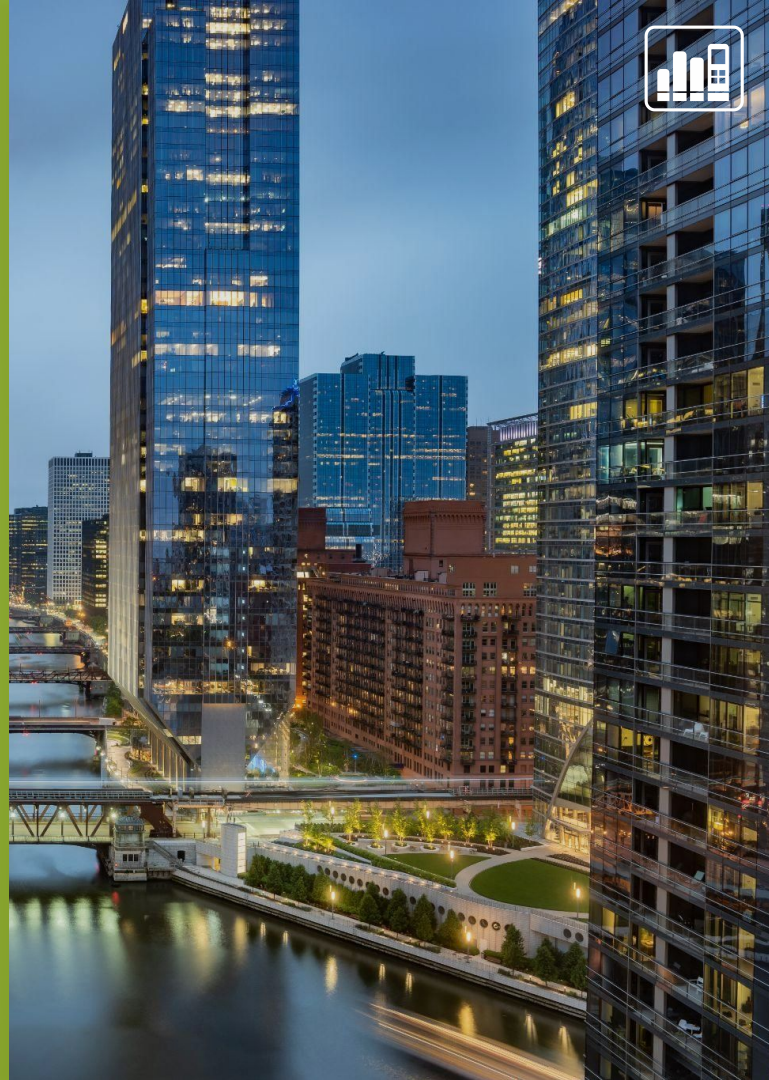
The management team now has the following answers:

- 220 existing customers made an appointment via the mailing
- 41 new customers were acquired via the newsletter
- The male target audience has been reached more effectively
- The display banner generated 358 calls



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PRACTICAL EXAMPLE – COMBINATION

Ms Lisa Westrich would like an evaluation of as many channels as possible.

She has a website and a Google My Business entry, and places a Google Ad.

We can answer the following questions for her:

- Which of my calls come via Google My Business?
- Which calls come via the Google Ads call extension?
- Which ad or campaign did my website visitors who called come from?

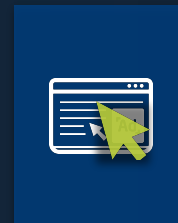


REQUIRED SET-UP



Necessary set-up for our scenario:

- For the data from the website:
a dynamic Call Tracking pool with script
- For the calls from Google My Business and the Google Ads call extension:
an individual telephone number for each






EVALUATION - WHERE DO I SEE MY DATA?


Auswertung über andere Analyse Tools
- über Integration 2.0 (im matelso Control Panel):

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.



Google Analytics & matelso- Pushing and analyzing call data Integrations 2.0 - Custom Push



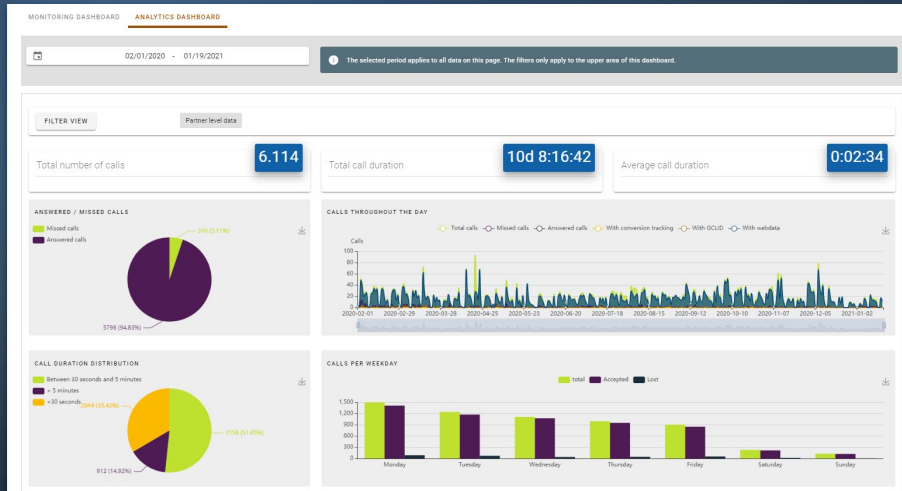
matelso Knowledge Base - Integrations



EVALUATION - WHERE DO I SEE MY DATA?

Evaluation in the matelso Control Panel

Dashboard:



ANRUFE PRO URL

Wert	Total calls ↓	Accepted	Lost
https://www.win-sind-fuer-sie.de/	1112	1054	58
https://www.win-sind-fuer-sie.de/	671	640	31
https://www.win-sind-fuer-sie.de/	367	360	7
https://www.win-sind-fuer-sie.de/	262	257	5
https://www.win-sind-fuer-sie.de/	252	237	15
https://www.win-sind-fuer-sie.de/	223	219	4
https://www.win-sind-fuer-sie.de/	202	199	3
https://www.win-sind-fuer-sie.de/	189	178	11
https://www.win-sind-fuer-sie.de/	165	155	10
https://www.win-sind-fuer-sie.de/	147	143	4

Lines per page: 10 1/10 of 138

ANRUFE PRO SUCHMASCHINE

Wert	Total calls ↓	Accepted	Lost
google	3423	3258	165
google germany	1371	1326	45
google luxembourg	777	719	58
google luxembourg	42	39	3
bing	8	7	1
google uk	6	6	0
google uk	2	2	0
google belgium	2	2	0
google italy	1	1	0
myway	1	1	0

Lines per page: 10 1/10 of 14



AUSWERTUNG - WO SEHE ICH MEINE DATEN?

Evaluation in the matelso Control Panel
Call lists and reports:



Status	Time of call (local)	Time of call (UTC)	Call type	Duration	Caller	Call Tracking number	Routing destination	Subscriber ID	Campaign attributes	Web data	Co
📞	01/26/2021 5:51:24 PM	01/26/2021 4:51:24 PM	Call	10	+49 2443 - 3186xxx	+49 22			👁	👁	
📞	01/26/2021 5:39:03 PM	01/26/2021 4:39:03 PM	Call	30	+49 160 - 5343xxx	+49 22			👁	👁	
📞	01/26/2021 5:35:02 PM	01/26/2021 4:35:02 PM	Call	5	+49 2443 - 3186xxx	+49 22			👁	👁	
📞	01/26/2021 5:22:00 PM	01/26/2021 4:22:00 PM	Call	11	+49 2443 - 3186xxx	+49 22			👁	👁	
📞	01/26/2021 5:13:48 PM	01/26/2021 4:13:48 PM	Call	15	+49 2443 - 3186xxx	+49 22			👁	👁	
📞	01/26/2021 5:10:33 PM	01/26/2021 4:10:33 PM	Call	11	+49 2443 - 3186xxx	+49 22			👁	👁	
📞	01/26/2021 5:10:00 PM	01/26/2021 4:10:00 PM	Call	24	+49 2443 - 3186xxx	+49 22			👁	👁	
📞	01/26/2021 4:54:13 PM	01/26/2021 3:54:13 PM	Call	8	+49 173 - 8473xxx	+49 22			👁	👁	
📞	01/26/2021 4:34:40 PM	01/26/2021 3:34:40 PM	Call	50	+49 2443 - 3186xxx	+49 22			👁	👁	
📞	01/26/2021 3:34:48 PM	01/26/2021 2:34:48 PM	Call	64	+49 176 - 76630xxx	+49 22			👁	👁	



**matelso**
SMART SOLUTIONS FOR CLEVER MARKETING

Your annual Call Report

Report time: 2020

2020-01-01 - 2020-12-31

Overview

Data

Partner-ID: [REDACTED]
Remark:

Subscribers included in this report

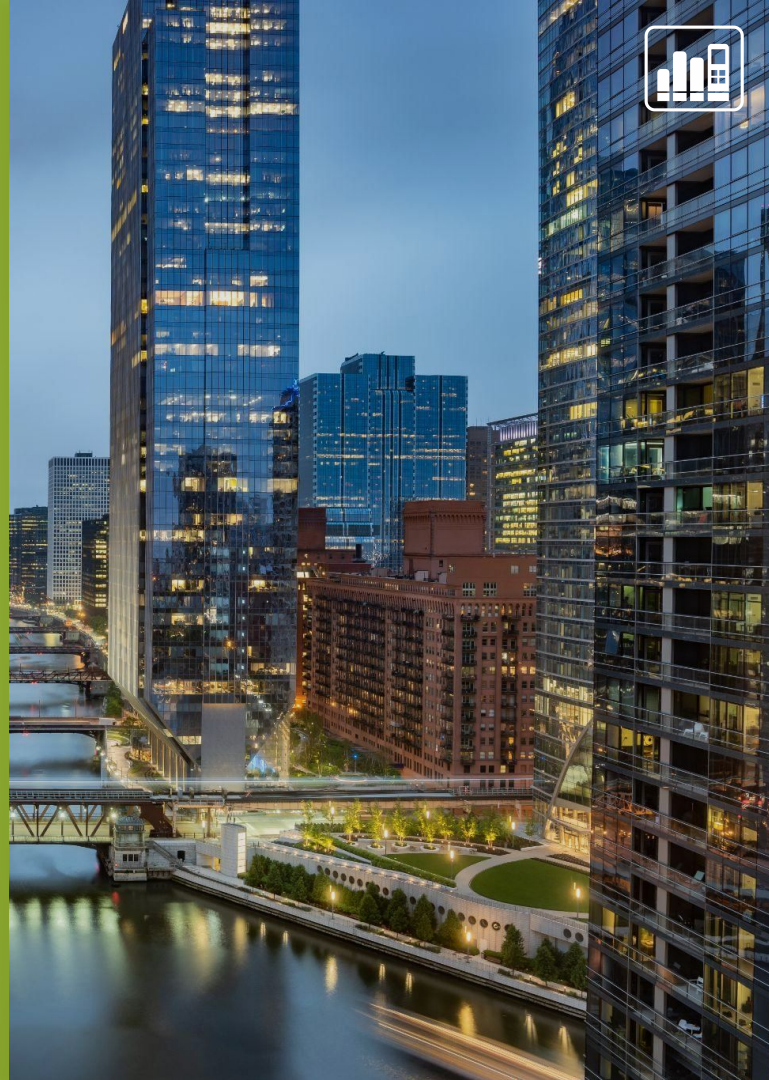
Number of subscribers: 11

Phone numbers or pools included in this report

Amount of pools: 7

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HOW CAN I IMPLEMENT SCENARIOS LIKE THESE?

You can set up each of the scenarios shown here for yourself via our Control Panel.

1

dynamic telephone
numbers

2

static telephone
numbers

3

combination

Need help?

See here for a collection of articles with step-by-step instructions and FAQs:
[Knowledge base matelso](#)

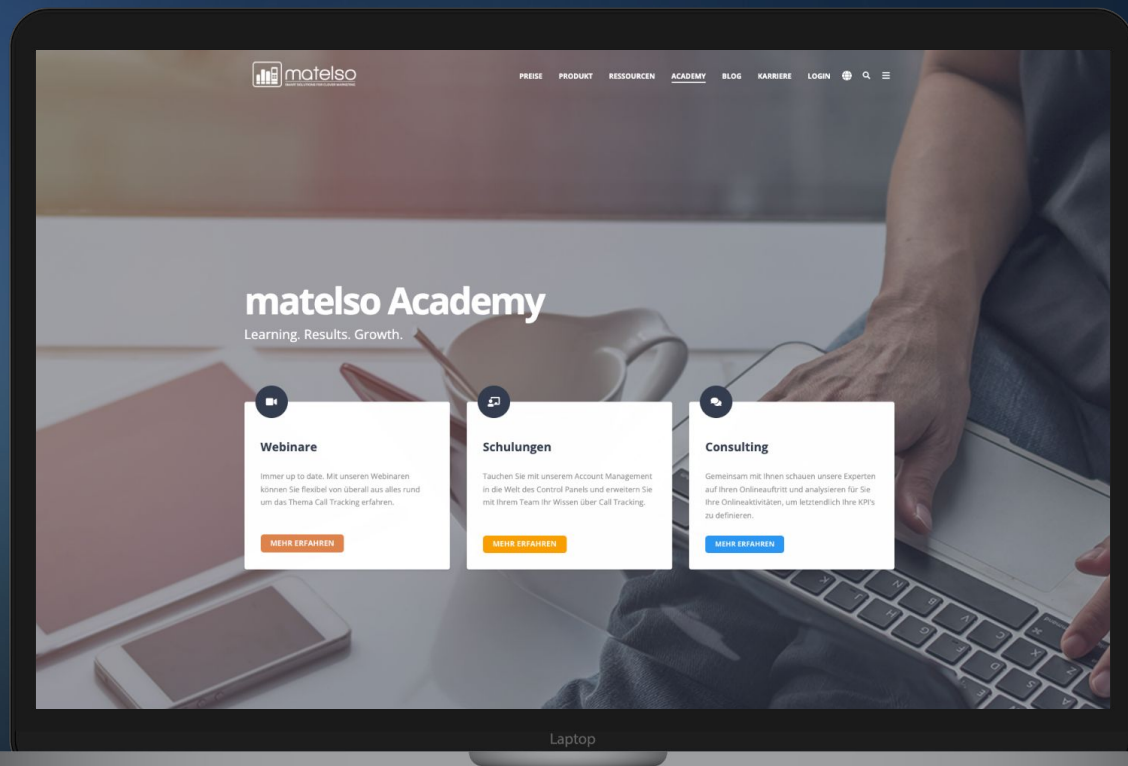
Quick and easy:

The matelso Account Management team can even configure these scenarios for you (for an additional fee).
Simply email us at service@matelso.com.

QUESTIONS



MATELSO ACADEMY





THANK YOU FOR YOUR ATTENTION

Next Webinar:

Everything important for agencies: **Do., 23.06.2022 | 10 Uhr**