

CALL TRACKING WITH **GOOGLE ANALYTICS 4**



Dominik Hofmann

Account Manager

A black and white photograph of a vintage rotary telephone. The phone is a classic design with a circular dial and a handset. A blue rectangular overlay is positioned on the left side of the phone, containing the word 'Introduction' in white text. To the left of the text is a vertical bar with an orange top section and a white bottom section.

Introduction

C Current Challenges



D Digital Information World

Digital Ads Are More Expensive Than Ever, Here's Why

Google has faced a less severe increase, but its CPM has become 12% more expensive as well although its access to quality first person data...

1 month ago



J JumpFly

Performance Max Campaigns: Pros and Cons

Performance Max is the newest campaign type to hit the Google Ads ecosystem. To quote official Google documentation: "Performance Max..."

4 weeks ago



F Forbes

Navigating IOS 14: Strategies For Efficient Marketing In The

...

Navigating IOS 14: Strategies For Efficient Marketing In The New Data Landscape · Go Direct: Build Up Your First-Party Data · Partner Up: Leverage...

12 Nov 2021



CUSTOMER JOURNEY

SEA

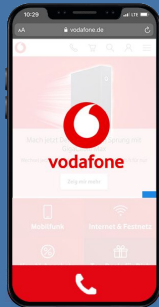
NEWSLETTER

PRINT

SOCIAL MEDIA

TOPICS:

- Content
- Graphics
- CPC
- CPM



TOPICS:

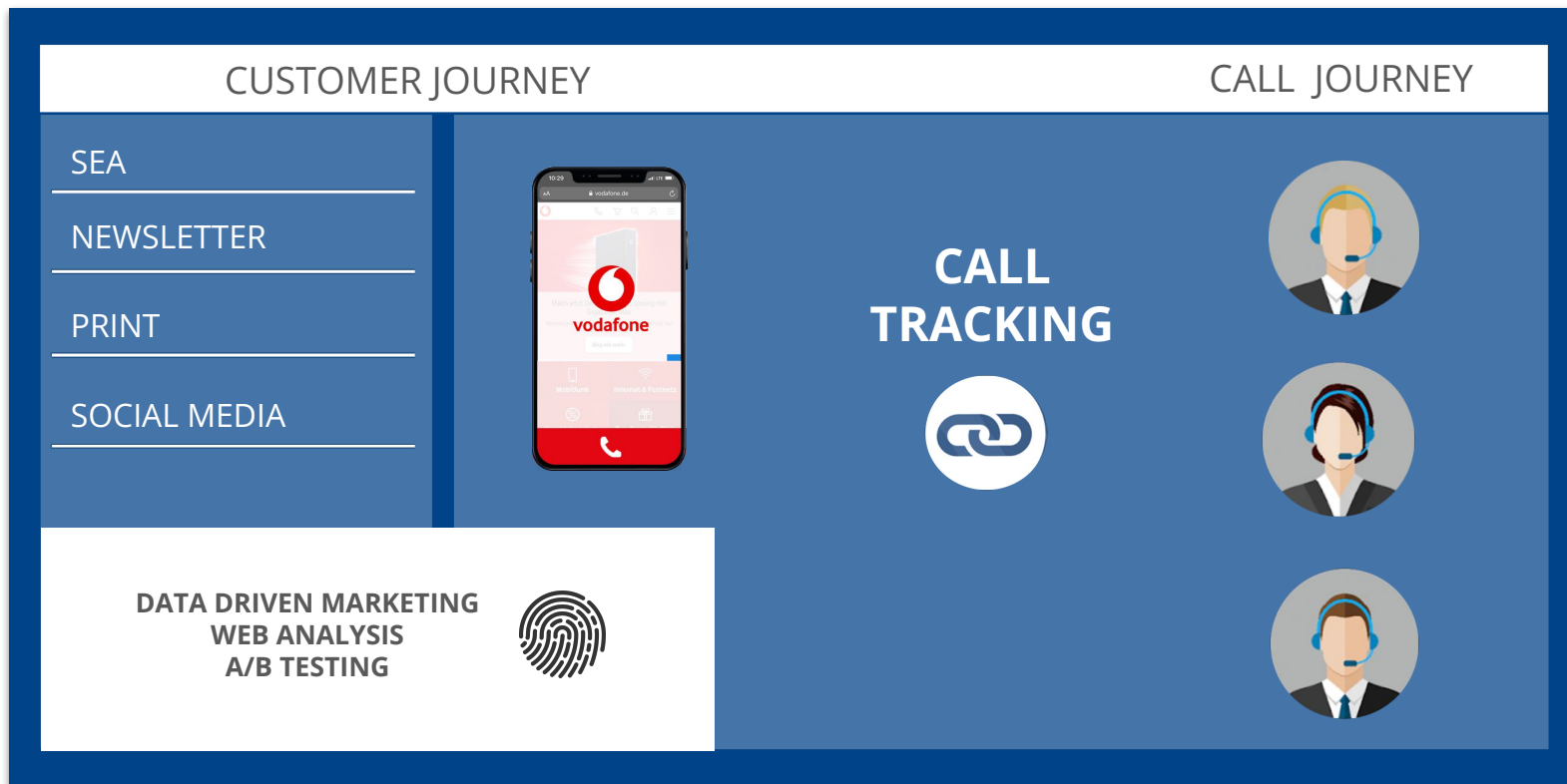
- Content
- Graphics
- Click routes
- Personalized content

DATA DRIVEN MARKETING
WEB ANALYSIS
A/B TESTING



CALL JOURNEY





Are calls valuable?

- Call leads convert 10 to 15 times more often and significantly faster
- A further 40% will request specific details in order to make a purchase at a later date
- Customer retention is significantly boosted





Call Tracking example

Typical example

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

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



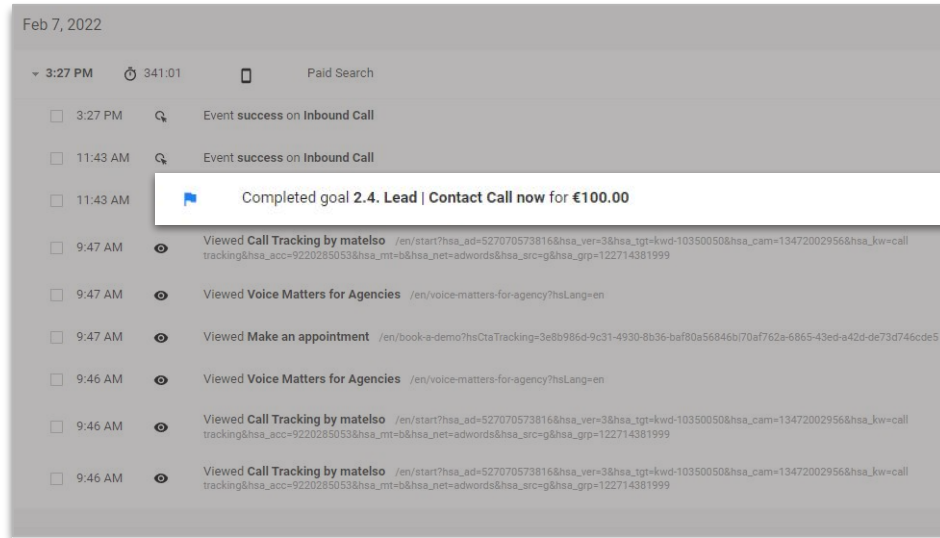
Typical example



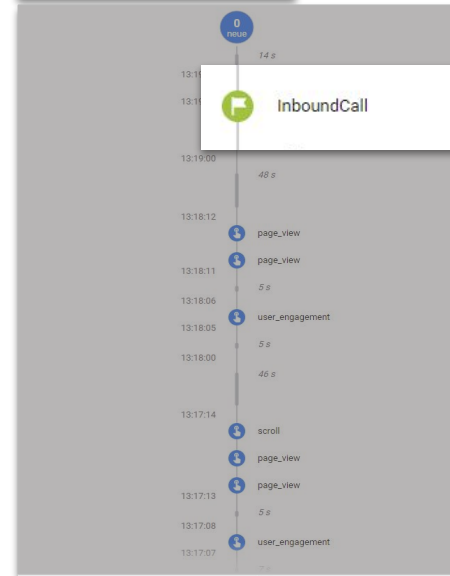
What is our objective?

Call Tracking data in Google Analytics 4

Universal Analytics



Google Analytics 4



Typical example

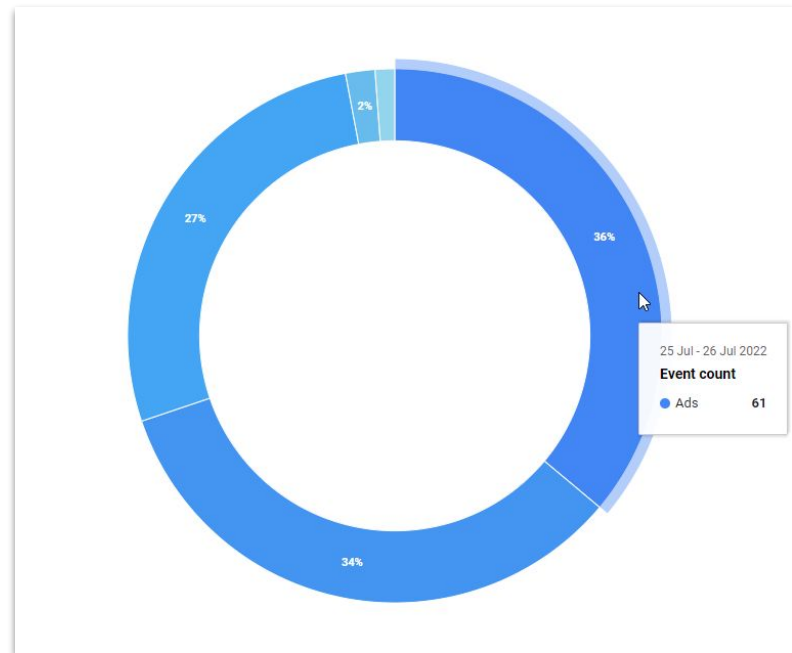
A couple of questions that we can answer in Google Analytics 4:

- From which source (Google Ads, Google My Business, website) did the call come?
- Where on my website are the call conversions happening?
- When during the customer journey does the website visitor call?
- Which call conversions came via paid search?



CUSTOM CT QUELLE

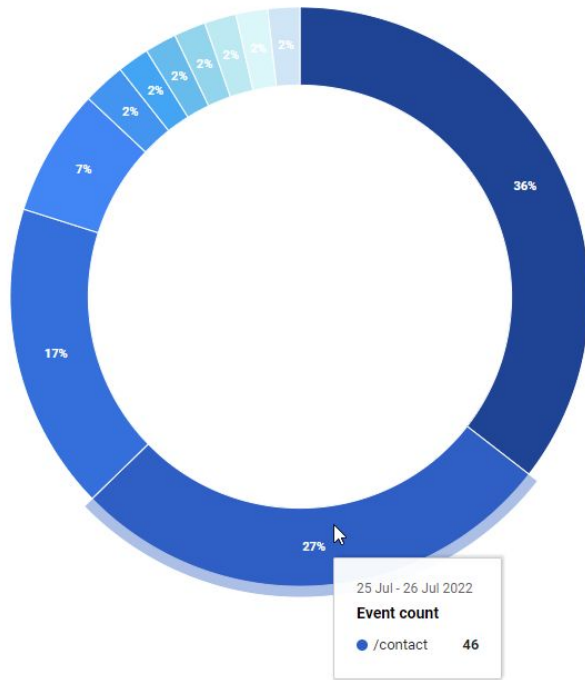
CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 4 items	83	15
Ads	34	15
mainPage	29	15
MyBusiness	18	15
WebCallButton	2	2



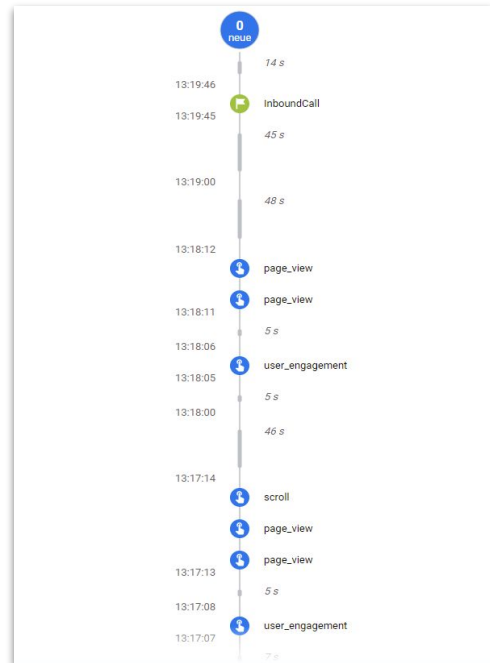
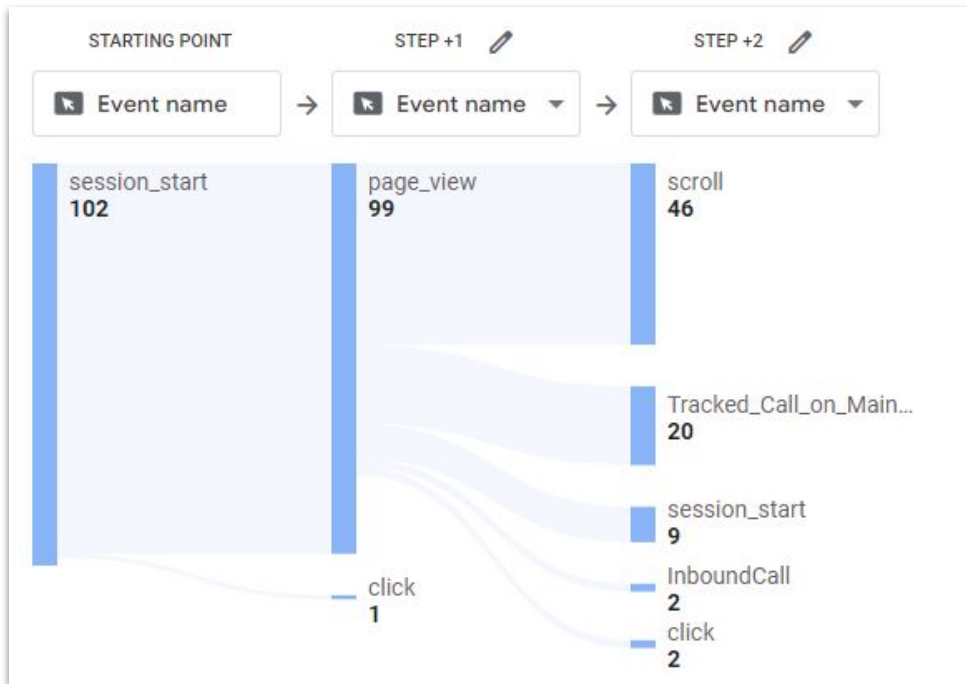


CUSTOM CT PATH

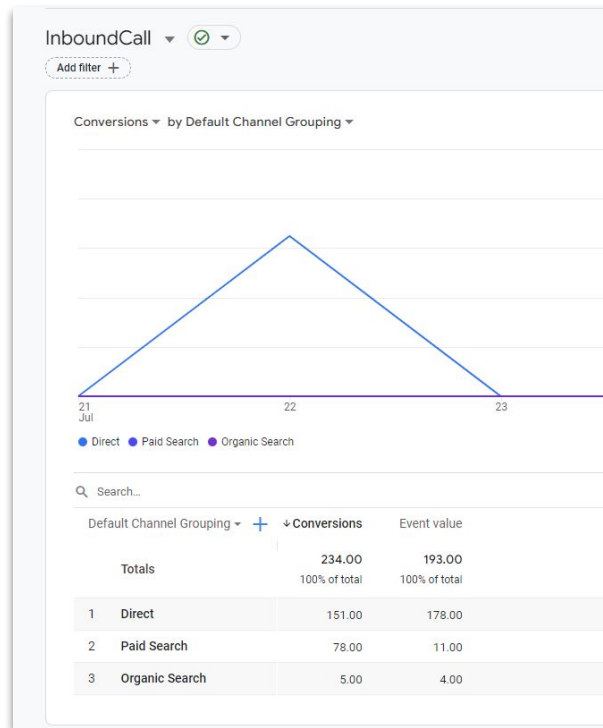
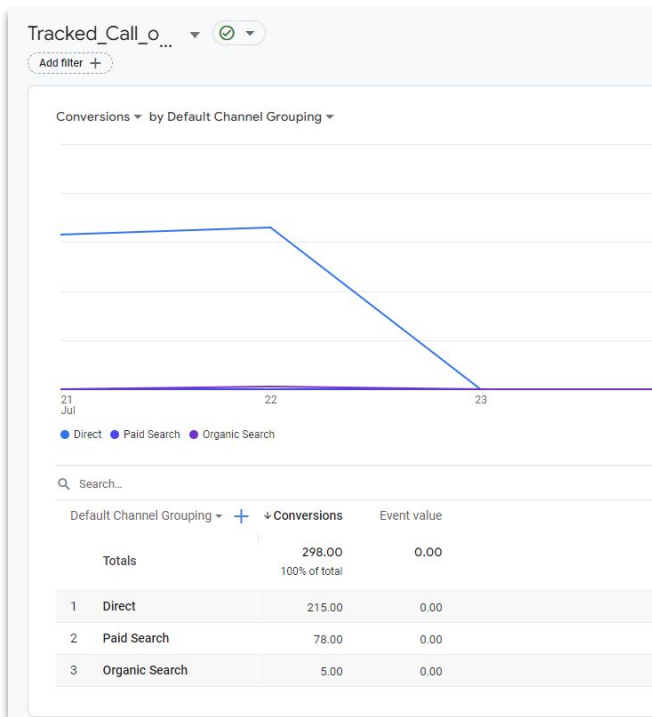
CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 4 items	83	15
/contact	46	9
/investment-plans	29	6
/	4	1
/about-us	4	1



When does the visitor call?



Paid search or not?





PERFORMANCE MARKETING



WITH CALL TRACKING



	CLICKS	COST	CALLS
KEYWORD 1	1500	500 €	24
KEYWORD 2	1000	1000 €	5
KEYWORD 3	625	163,84 €	14
		1.663,84 €	43
KEYWORD 1			
KEYWORD 2			
KEYWORD 3			

CURRENT

KEYWORD 1

CLICKS

1500

COST

500 €

CALLS

24

KEYWORD 2

1000

1000 €

5

KEYWORD 3

625

163,84 €

14

1.663,84 €

43

DESIRED

KEYWORD 1

KEYWORD 2

KEYWORD 3



CURRENT



DESIRED

	CLICKS	COST	CALLS
KEYWORD 1	1500	500 €	24
KEYWORD 2	1000	1000 €	5
KEYWORD 3	625	163,84 €	14
		1.663,84 €	43
KEYWORD 1	4500	1500 €	72
KEYWORD 2	0	0 €	0
KEYWORD 3	625	163,84 €	14
		1.663,84 €	86

200% leads for the same
outlay

A black and white photograph of a vintage rotary telephone. The phone is a classic design with a circular dial in the center, featuring numbers 1 through 0. The handset is on the left, and the base is on the right. The background is dark and out of focus.

How does Call Tracking work?

What are 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 POOLS

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

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 which call?

10 people on website

Data from 10 webusers

2 callers



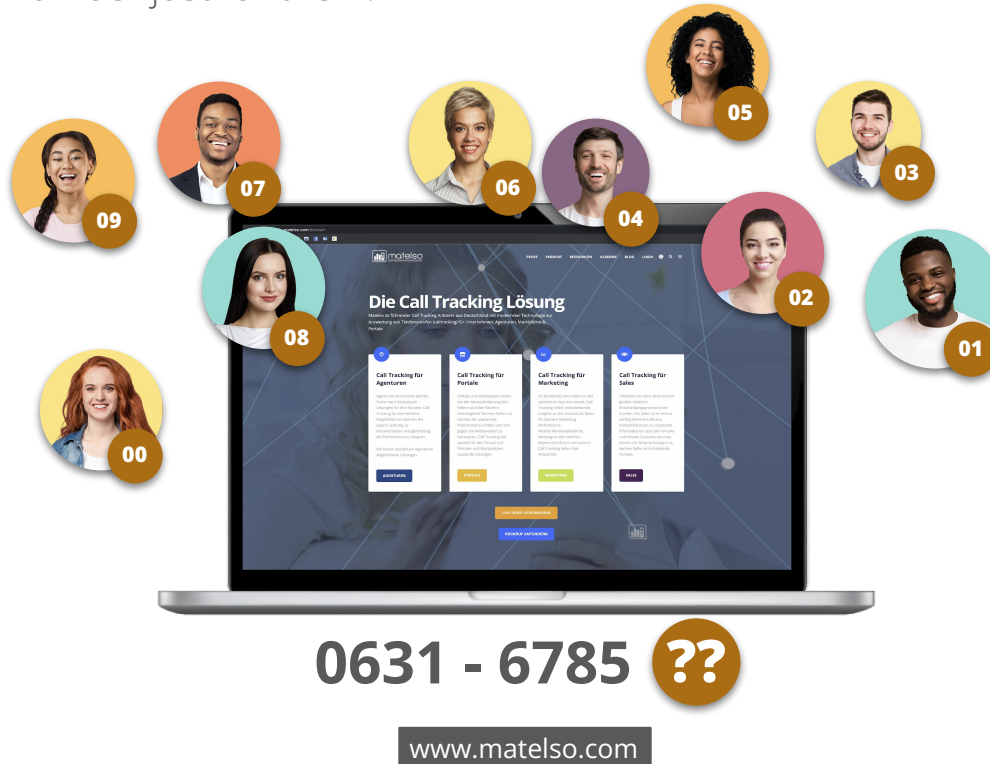
Which 2 people have called?

The principle behind dynamic pools



Solution:

Each user is shown a number just for them.



Summary



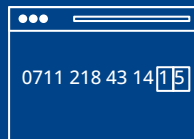
1

A potential customer clicks on an ad and is redirected to a website



2

On the website, the customer is shown an individual telephone number



3

The customer calls the number shown and gets through to the provider



4

Optimize your campaigns using Call Tracking data



HOW DOES CALL TRACKING WORK?

Mehr dazu hier: [BASIC KNOW-HOW SUMMARY](#)



G Google Analytics and Call Tracking



Google Analytics 4 and Call tracking



1

It's the latest platform/property of the Google Analytics tracking tool.



It will replace the previous version, Universal Analytics, on July 1, 2023.

2

From July 1, 2023, it will be possible to enter data in Google Analytics 4 properties only.



3

Old data in standard Universal Analytics will continue to be available until December 31, 2023 only.



Switching to Google Analytics 4 too late may hurt your business, as there won't be any available data in GA4!

Call Tracking is also possible with Google Analytics 4!

Overview - what's new in GA4?



UNIVERSAL ANALYTICS

- Focus on meetings
- Structure with data view
- Target actions for individual goals
- Data retention can be set to >14 months

...

GOOGLE ANALYTICS 4

- Focus on users
Data structure may look different in GA4
- No filters for the data, only the reports
- Goals are first created as Events, then marked as a "Goal"
- Data retention can be set to 2 or 14 months

...



A4 Events - continue as usual?



The main focus in the new GA4 world is on Events

EVENTS IN UNIVERSAL ANALYTICS

Setup uses fixed parameters such as:

- Event category (e.g. video)
- Event action (e.g. progress)
- Event label (e.g. 75%)

Can be extended with other fixed parameters such as:

- Campaign keyword
- Campaign name
- and so on

EVENTS IN GOOGLE ANALYTICS 4

Each event must have a unique name

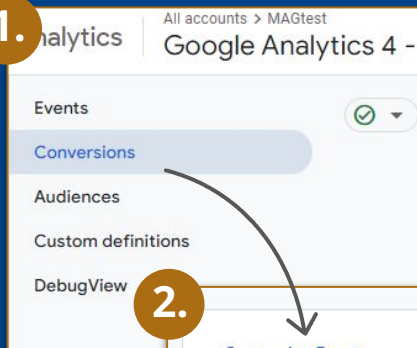
Google provides a few events during setup:

- "click,"
- "first_visit,"
- "page_view"

>> Many events must be named and set up in GA4



1.



2.

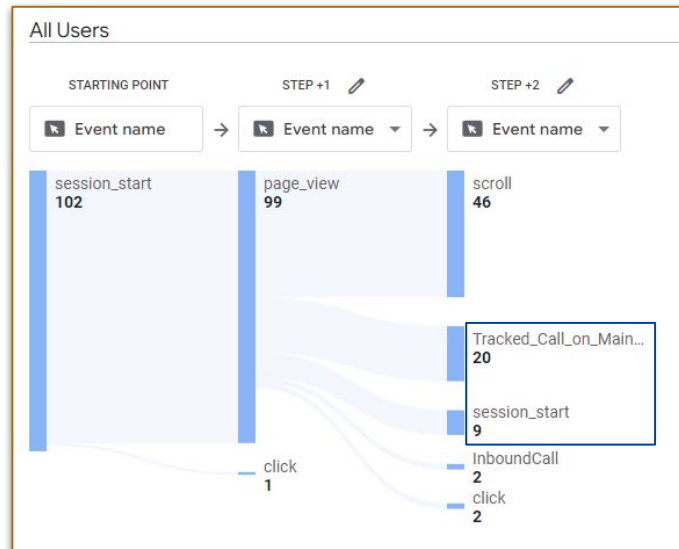
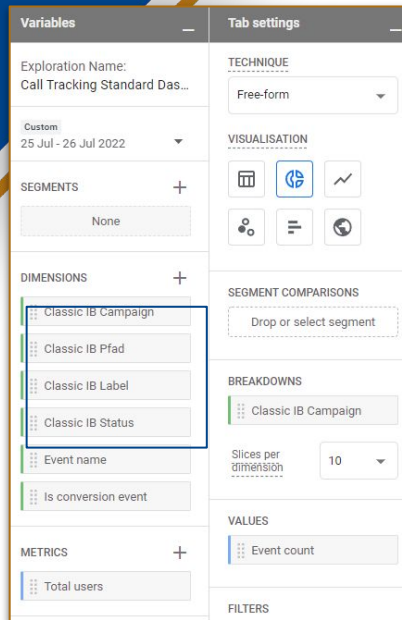
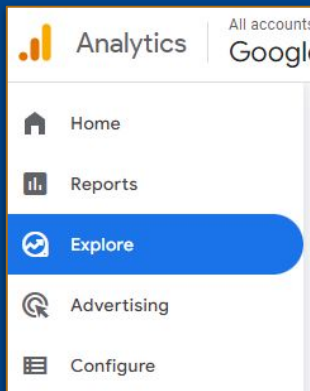
Conversion Events							Network Settings		New conversion event
Conversion name ↑	Count	% change	Value	% change	Mark as conversion ?				
InboundCall	0	0%	0	0%	<input checked="" type="checkbox"/>				
purchase	0	0%	0	0%	<input type="checkbox"/>				
Tracked_Call_on_MainPage	0	0%	0	0%	<input checked="" type="checkbox"/>				

Important for conversion evaluation:
Also in other systems such as Google Ads!



R

eporting



User-defined dimensions can be very useful for the evaluation

R eporting - GA4 integrations



- Google Ads
- Google BigQuery
- Display & Video 360
- Google Ad Manager
- And many more





| W hats next



1

Make an
appointment with
us



2

Get a quote



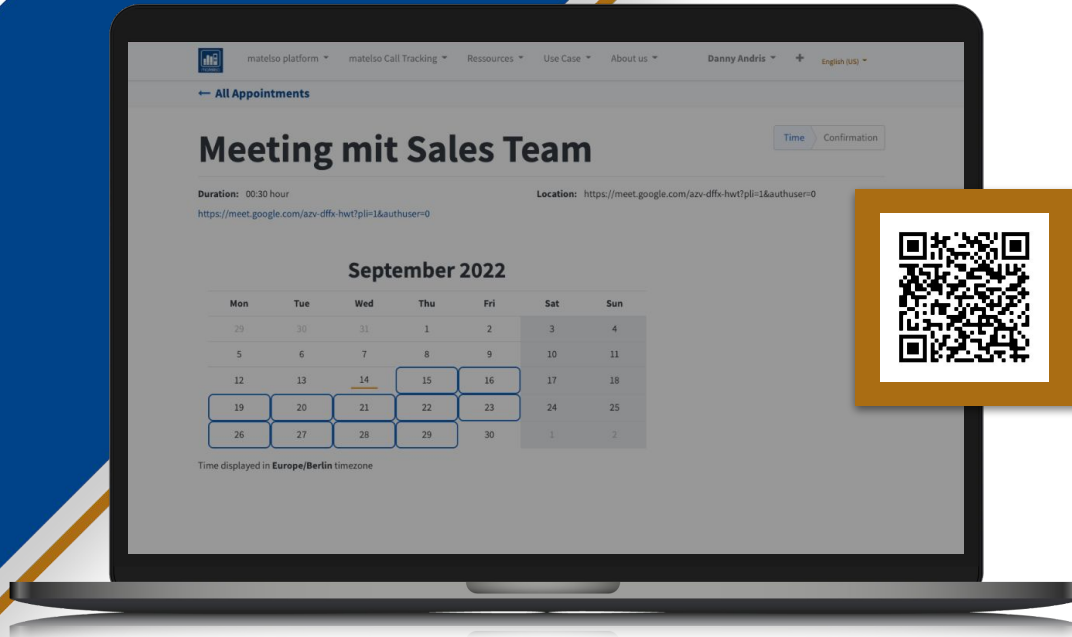
3

Make a start
together

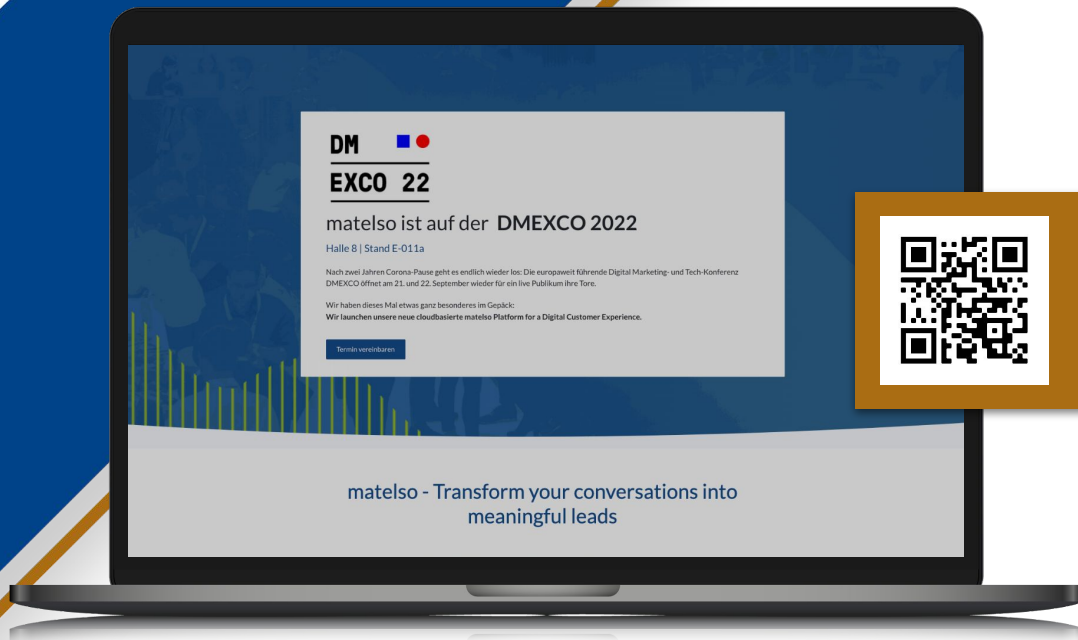


Hand-in-hand onboarding

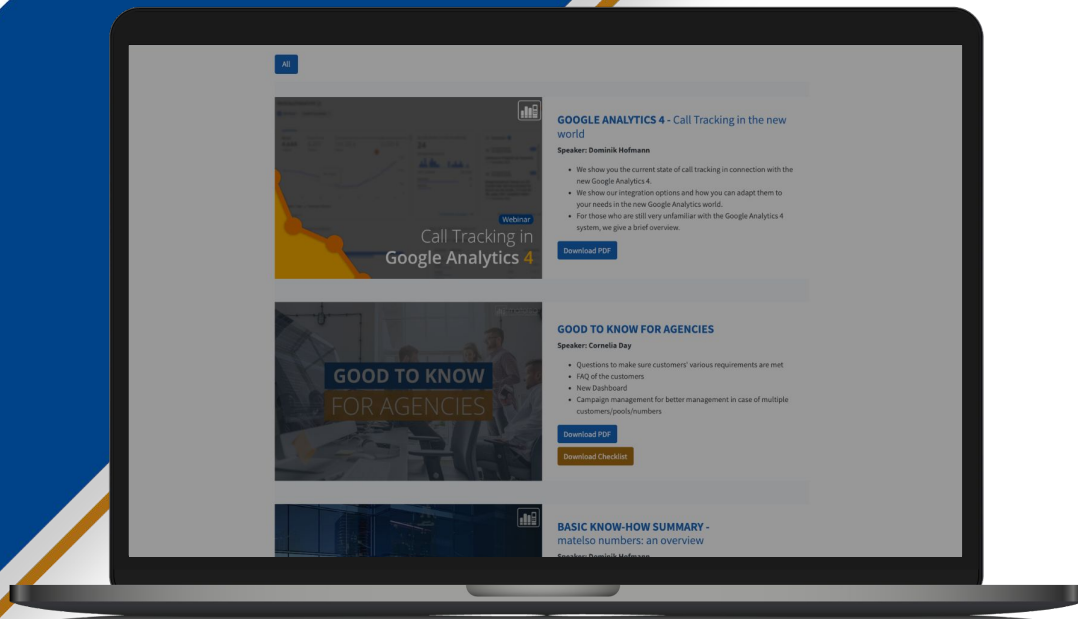
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appointment now**



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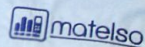
**Any other questions?
Make an appointment.**





THANK YOU FOR YOUR ATTENTION

It would be great if you could leave
me a brief review!



**Any other questions?
Make an appointment.**

