

CallTrack from CallSource

Call Tracking, recording and marketing analysis

What is CallTrack?

Does your advertiser depend on making the phone ring?

Then your advertiser needs CallTrack – the industry’s leading call tracking solution – to help you maximize your return on marketing investment and improve conversion of leads to sales.

The CallTrack technology collects valuable information from each inbound call and identifies the ad source which produced it. With CallTrack you’ll know which ad sources are working – and just as important, which ones are not.

- Own your tracking number – track ads with national toll-free numbers that redirect traffic to your current business line without the caller knowing any different.
- Automatically capture leads – CallTrack automatically collects information about the call including phone number, name, address, ZIP code and demographics (where available).
- Improve sales skills with call recording – learn how your sales reps are handling calls, review recorded phone conversations to check your team’s skills, or send recordings via email for follow-up / coaching of your sales staff.

What is Needed to Setup CallTrack?

Setting up CallTrack is a very simple process.

Rachel Adkins

(radkins@schurz.com / 574-247-7245) and

Jeff Wesolowski

(jwesolowski@schurz.com / 574-247-7246)

will be your primary contacts for the process.

The CallSource website is www.callsource.com.

Once your advertiser has decided that CallTrack is a valuable part of their business, you will need to collect the following information:

Account Number:

this will be a good reference number to coordinate your billing or internal advertising system to the CallSource system.

Company Name:

who is the advertiser that you are wanting to track phone calls for.

Target Number:

this is the number that we will link directly to the CallSource number. All phone calls will be redirected to this number.

Contact Name:

someone at the place of business to contact for questions or issues. CallSource also accepts information like title, address, direct phone number, fax number email, etc. It is not necessary, but may be useful for future reference.

Source of Advertising:

is this a newspaper ad, web ad, TV ad, radio ad, etc. This helps to identify the source of the call. The advertiser could have a different CallSource number for each individual type of advertising. This helps in tracking all the different sources and shows which ones work.

Duration of Advertisement:

what are the start and end dates of the ad? Best practice is we will leave CallSource number active for 7 days after the ad is finished running. After the 7 days, the CallSource number will go into “review”. During this time period, there will be a recording that the number has changed and it will give the target number as the real number. After 30 days, the CallSource number will go inactive and will not be reused for approximately 2 months. If your advertiser plans on using the ad for multiple advertisements, like each of their weekly ads in the newspapers, please let us know about that duration. We can extend the duration for a large period of time.

Sales Rep Information:

Name, number and email address for contacting and emailing CallSource number.

Once we have this information, we will generate a phone number for you to place in your advertisements. This process should take less than 24 hours to process (typically within only a few hours). Once the ad is running, we can setup up auto generated reporting to the sales rep and/or the advertiser. We can also give the sales rep and the advertiser access to generate their own reports if you would like.