



Track exactly which  
website visitors make  
your phone ring...



# How does AdInsight work?

Each visitor is assigned a unique telephone number for the entire time they are on your website, so when they call it we know exactly which visitor is calling. We then link this phone call and visitor data and provide the data to you in various reports.



# We specialise in call tracking

## What is AdInsight Clarity?

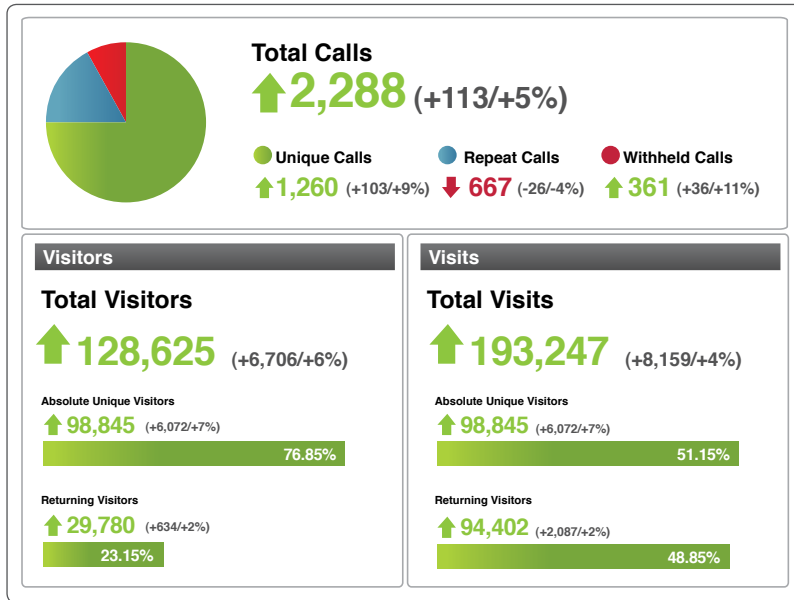
AdInsight Clarity is a **visitor level call tracking solution** so it will provide full reports on every website visitor who calls your business, including how they found your website (e.g. what keywords were used), and what web pages they looked at before, during and after each call. It is the ultimate call tracking solution, which completely bridges the gap between on-line and off-line conversions, allowing you to track phone calls just like your current web analytics solution tracks e-commerce sales or contact forms.

## What sets AdInsight Clarity apart?

AdInsight Clarity is designed to collect data as accurately as possible so you can make the most informed decisions regarding your marketing activities. We track customers for the entire time they are on the website, providing you with the flexibility required to accurately connect your web visitors to phone calls.

AdInsight Clarity will also automatically and intelligently segment your data by detecting patterns, so that you will get the best value from the data with minimal management.

# Powerful, clear reporting



Call Trends	
82.93%	↑ (3.44%)
9.65%	↓ (-3.11%)
6.62%	↑ (2.85%)
0.80%	↓ (-3.18%)

## Dashboard

The dashboard provides a snapshot of phone call and visitor data to help you quickly identify trends. You can also review your call handling and campaign performance over time, so you can quickly determine whether your marketing decisions are having a positive impact or not.

## Caller Locations

AdInsight is usually able to identify which locations your calls are coming from, so you know which geographic areas are responsive to your marketing.



Visitor ID	Total visitors	Total touchpoints	Total page views
Visitor #4243368	4	4	14
Total time on site: 00:11:36		Total calls: 3	
Visitor #546451	Page views this visit: 7		Total visit time: 00:09:37
Action & goals	Date/time	Time to next action	Information
Left website	29-Dec-2011 11:57:39		
End of call	29-Dec-2011 11:53:50	0m 31s	Lead value: 3 Call duration 5m 28s
Page view	29-Dec-2011 11:48:51	0m 12s	<a href="http://www.adinsight.com/">http://www.adinsight.com/</a>
Page view	29-Dec-2011 11:48:25	0m 26s	<a href="http://www.adinsight.com/contact-us">http://www.adinsight.com/contact-us</a>
Start of call	29-Dec-2011 11:48:22	0m 3s	Call location: UK - Leeds Customer number: 01133 Tracking number: 08447
Landing page	29-Dec-2011 11:48:02	0m 20s	<a href="http://www.adinsight.com/">http://www.adinsight.com/</a> Direct traffic - Online other
There was an interval of 1 days, 1 hours and 34 minutes between these visits.			
Visitor #599042	Page views this visit: 2		Total visit time: 00:00:45
Action & goals	Date/time	Time to next action	Information
End of call	28-Dec-2011 10:13:59		Sale value: £455 Call duration 1m 6s
Left website	29-Dec-2011 10:13:18	0m 41s	
Exit page	29-Dec-2011 10:13:18	0m 0s	<a href="http://www.adinsight.com/careers">http://www.adinsight.com/careers</a>
Start of call	29-Dec-2011 10:12:53	0m 25s	Call location: UK - Leeds Customer number: 01133 Tracking number: 08447

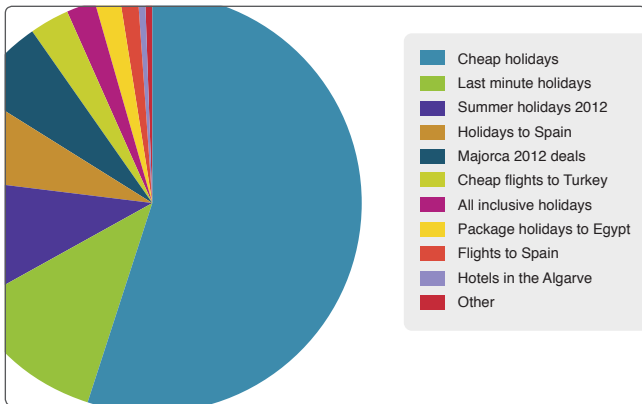
## Visitor History

Shows you how each visitor is interacting with your business both via your website and over the phone. This includes how they found your website, what pages they viewed before during and after they call and how often they return.

Customer number	Visitor ID Keyword	Medium Channel	Date & Time	Call duration Disposition	Sales value Lead value
0164 048 XXXX	6254825 Cheap holidays	Organic search Google	02-Sep-11 12:04:55	00:03:22 ANSWERED	3
0207 518 XXXX	6254359 Last minute holidays	PPC Adwords	02-Sep-11 12:02:23	00:05:53 ANSWERED	£56
0845 248 XXXX	6254158 Holidays to Spain	Organic search Bing	02-Sep-11 11:56:05	00:04:46 ANSWERED	5
0782 457 XXXX	6253485	Online other Direct traffic	02-Sep-11 11:42:35	00:01:02 ANSWERED	

## Call Log

Provides you with individual call records of every call, including campaign and traffic source information, what search phrase they used and whether the call resulted in a lead or a sale.



## Keyword Report

Find out which keywords generate phone calls to your business. AdInsight reports on every keyword including long tail and misspellings.

**Browser:**  
Mozilla Firefox 6.1

**Browser Language:**  
en-gb

**Operating System:**  
Microsoft Windows 7

**Display Resolution:**  
1920x1080

**Display Colour Depth:**  
24-bit

**Flash Version:**



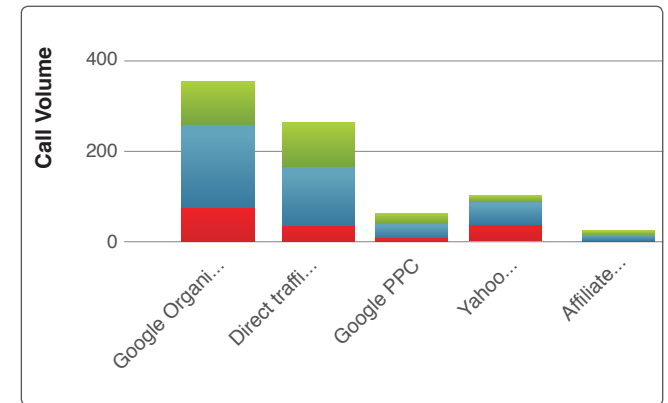
## Visitor Information

You are able to analyse visitor information such as IP address, location and browser information.

“AdInsight delivers a powerful tool for marketers linking offline transactions with sophisticated online analytics. It provides a full 360 degree view of where best to spend marketing budget to get the best return on investment and generate sales.

The solution allows you to understand how your visitors interact with your website, accurately determine which of your online visitors subsequently call you, how your visitors found you in the first place and via which keywords, and how they interacted with your website before, during and after picking up the phone.”

Stephen Taylor, AdInsight Chairman and former Regional VP of Yahoo! Europe



## Call Volume

You can quickly identify your best performing campaigns and the areas of spend that are less productive.



## Call Duration

Longer conversations generally mean better quality leads. Knowing which traffic sources generate more meaningful conversations will allow you to better focus your marketing.

# Case study

## Challenge

Robinsons Relocation, a leading specialist in relocation for the corporate and private sectors, required a method of measuring the exact number of callers to the business and from which channels the phone calls were originating in order to tailor pay per click campaigns and SEO - and measure them accurately. Through this understanding, Robinson's could then determine where to spend its marketing budget to best effect.

## Solution

After identifying this need, Robinsons decided that AdInsight Clarity would allow it to better understand how visitors interact with the website, including accurately determining which of those online visitors subsequently call the company, how those visitors found it in the first place and via which keywords.

"Whilst we could already track how many visitors we have to our website, we were estimating how many of those would then call us up on the telephone – we just assumed a certain percentage – but now we know for sure," explains Joanne Summerscales, group marketing manager, Robinsons Relocation.



## Result

Having installed AdInsight Clarity, the results have exceeded expectations.

**"The results have shocked us - we hadn't appreciated how much business comes via the telephone and we were quite amazed. It's a lot more than we had previously estimated which means we now have the data to monitor and measure what's happening more accurately and forecast and plan for future marketing campaigns."**

"The 'wow factor' for me is that not only are we tracking the online to offline conversion rates where previously we were unable, but the solution also allows us to monitor and record all our calls so that if there's ever an issue, we can go back through our call log.

By using AdInsight Clarity it's easy for us to see how those customers that call have found us online in the first instance. That provides us with an invaluable tool when deciding where to spend marketing budgets in order to get the best return on investment."

"The ability to successfully link online spend with offline conversions is marketing intelligence gold. AdInsight Clarity is a feature rich platform that enables digital marketers to start joining these dots together."

Rob Jackson, UK Managing Director, Elisa DBI

"One reason we chose to partner with AdInsight was the ability to integrate their solution with our proprietary search management technology, AdMax. They have provided a great level of service to The Search Agency, and a reliable flow of optimisable data."

Ben Gibson, Managing Director, The Search Agency

"Our clients love the reports, and so do we. They are slick, concise, clear and complement our existing tools and reporting systems perfectly."

Dan Kavanagh, Account Director, Ignition Search

"By using AdInsight Clarity it's easy for brands such as Exodus to see how those customers that call have found us online in the first instance."

Jo Bradbury, Sector Paid Search Manager, TUI Travel Plc

"AdInsight Clarity has given us the ability to see the impact of those marketing channels that are driving customers online to the new car deals section on whatcar.com. Coupled with the call recording functionality this has been invaluable in helping us shape both our promotional activity and the product itself."

Darren Pitt, Marketing Manager, What Car?

# Frequently asked questions

## Can AdInsight track an unlimited number of keywords?

Yes, AdInsight Clarity will automatically track every single keyword through to a phone call.

## What types of telephone number are available with AdInsight Clarity?

We can provide every number type in the UK, including geographic, non-geographic, free phone and premium rate numbers.

## Can AdInsight Clarity track non search related traffic like emails and affiliates?

Yes, unlike most other call tracking solutions, AdInsight Clarity will track every online traffic source, not just search related traffic. This makes it an absolute must for companies with a diverse range of marketing activities. In fact, AdInsight Clarity will even track offline advertising.

## Is AdInsight Clarity compatible with my existing hardware and telephone systems?

Yes, AdInsight Clarity requires no additional hardware and transparently forwards calls to your existing call handling system.

## Can you handle high traffic websites?

Yes, AdInsight Clarity is used by a wide range of companies in multiple sectors such as travel, utilities, financial and healthcare and is built to handle high traffic websites.

## Can AdInsight Clarity integrate with other software, such as web analytics tools, CRM's and bid management systems?

Yes, AdInsight Clarity can integrate with most online solutions. Google Analytics and Google AdWords integration is already built in, and other software programmes can be easily accommodated.

## How easy is AdInsight Clarity to set up?

Set up is usually completed in less than 10 minutes and your account will then automatically configure itself based on the marketing activity it tracks.

## How does AdInsight Clarity track visitors?

It uses asynchronous loading JavaScript and first party cookies to track how a visitor interacts with your website which enables us to report on repeat visitors and their multiple touch points.

## How many phone numbers will I need?

By using multiple telecommunications partners, including tier one carriers, AdInsight are able to give you as many numbers as required. Phone numbers are automatically added to your account as they are needed, at no extra cost.

## It sounds fantastic, but how much does it cost?

AdInsight Clarity is totally scalable to suit any size of business. Prices start from £69 per month. Call us to find out which package best suits your needs.



**Call**

08000 77 44 44

**Email**

info@adinsight.com

**Visit**

www.adinsight.com

**AdInsight Limited**

Furness House  
Furness Quay  
Salford Quays  
Manchester  
M50 3XA  
United Kingdom

