



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



Tracks unlimited keywords!

How does AdInsight Clarity work?

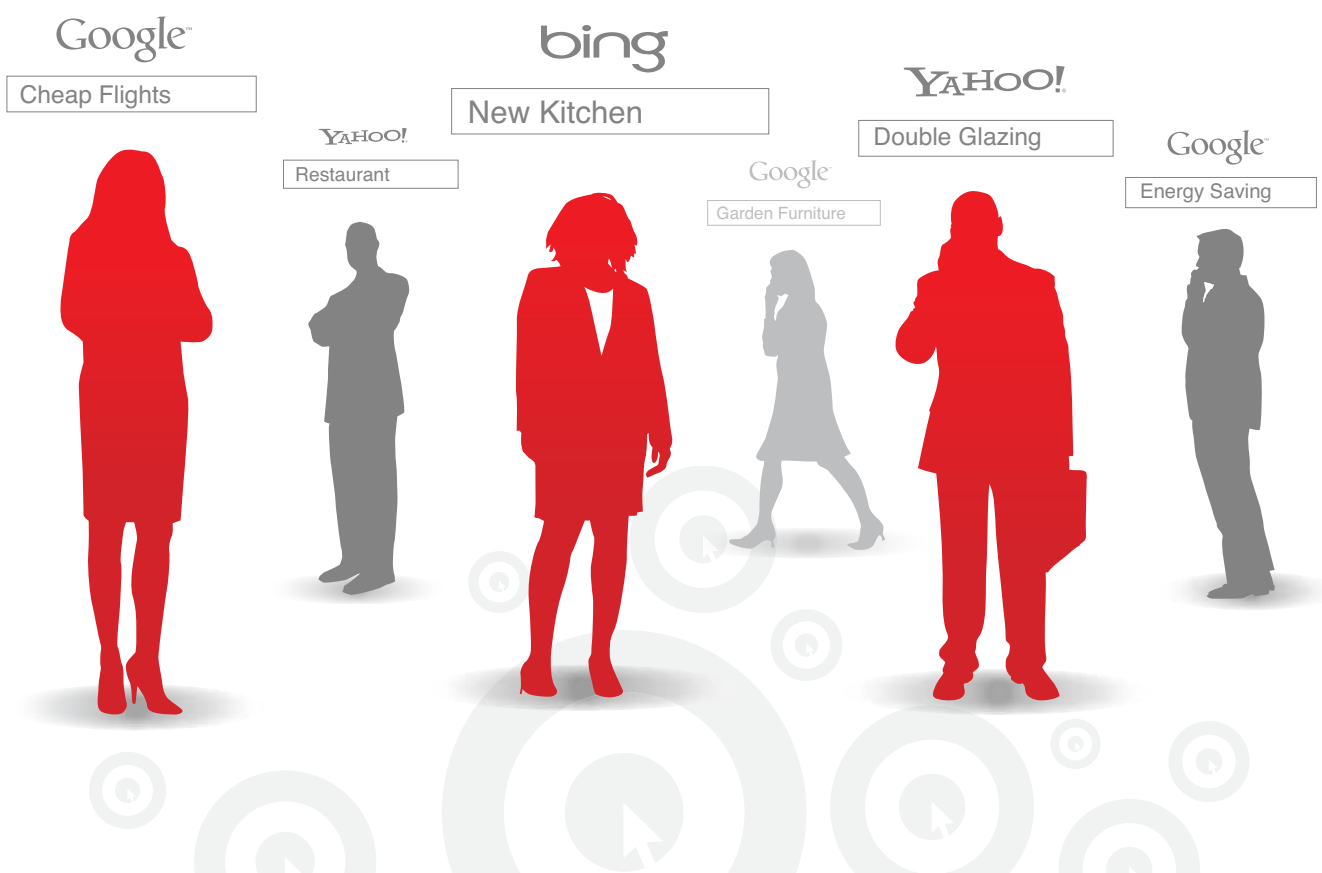
What is AdInsight Clarity?

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 they used), and what web pages they looked at before, during and after each phone call.

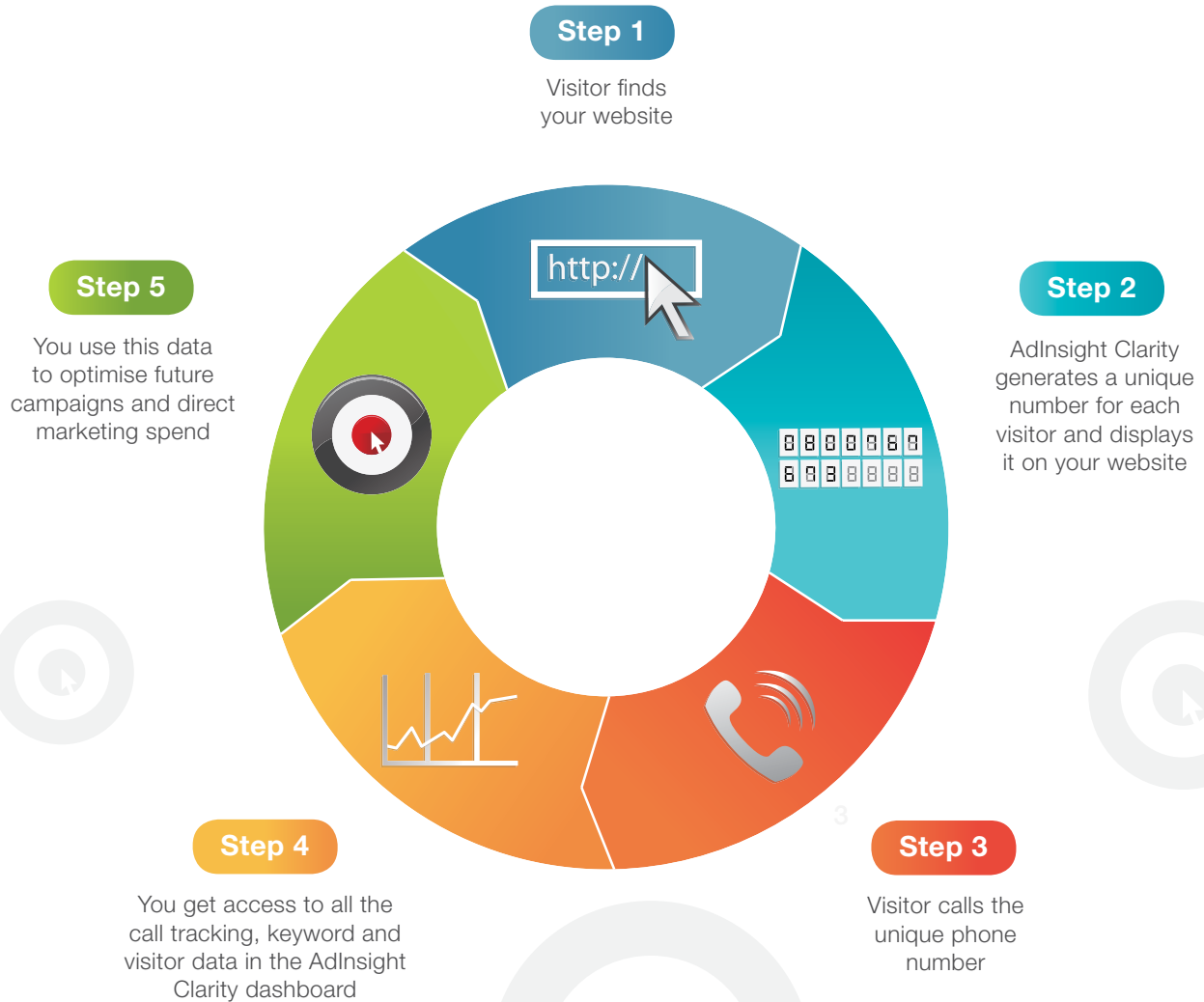
It is the ultimate call tracking solution, which completely bridges the gap between on-line and off-line sales and enquiries. It allows you to track phone calls just like your current web analytics solution tracks e-commerce sales or contact forms.

How does AdInsight Clarity work?

Every visitor to your website is assigned a unique telephone number, so when they call that number we know exactly which visitor has called. This information is stored along with the visitor path information so we can provide you with reports on exactly which search engines, keywords, referrers, web pages and website copy etc. are driving the most telephone enquiries.



Call 08000 773 773
www.adinsight.eu



Automatically Configured

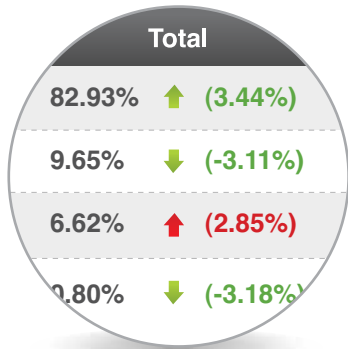
In our experience, most of our clients want a product that is extremely easy to set up and manage. At AdInsight we have worked very hard to ensure that this is the case. Once you have completed the simple set-up wizard, AdInsight Clarity will start to automatically configure itself. It will automatically find common traffic sources and start to segment them, so that you get the best possible value out of the data. All of this involves the minimum of management, leaving you with more time to analyse and use the data collected to plan future activity and campaigns.

Setup usually takes less than 15 minutes!

Clearly time well spent in order to improve the return of investment on your marketing spend, and the profitability of your business.

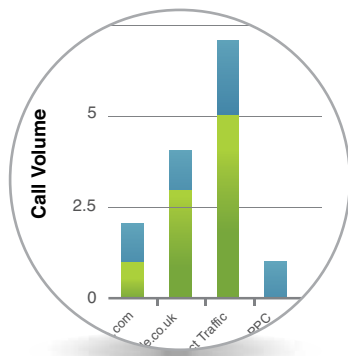


Powerful, clear reporting



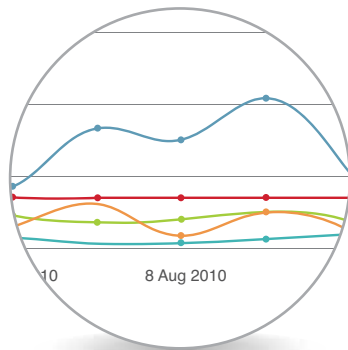
Call Trends

Gives you a snapshot of your call handling and campaign performance over time, so you can quickly determine whether your business decisions are having a positive impact or not.



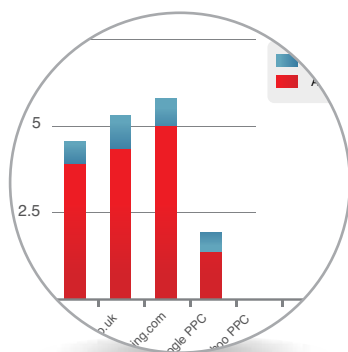
Data Segmentation

AdInsight Clarity's powerful reporting allows you to segment data and generate insightful reports that help you identify which advertising mediums, channels and campaigns are the most responsive, so you can rapidly focus on your most cost effective marketing at every level.



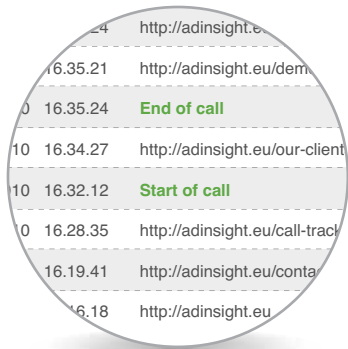
Calls over time analysis

Allows you to easily identify trends in your market sector and marketing processes, so you can make informed business decisions.



Average call durations

Longer conversations generally mean better quality leads. Knowing which traffic sources generate more meaningful conversations will allow your business to focus more activity in these areas.



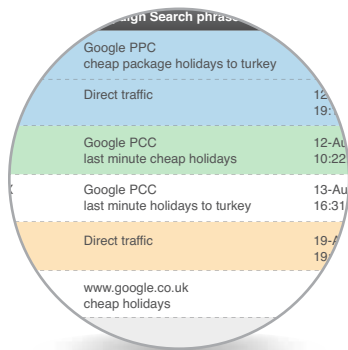
Visitor paths

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



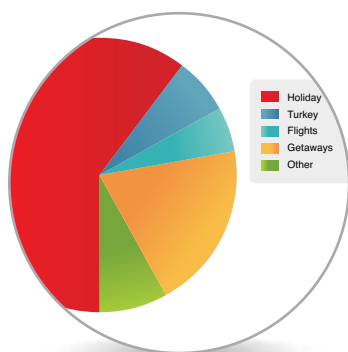
Caller locations

AdInsight Clarity is usually able to identify which locations around the country your calls are coming from, so you know which geographic areas are the most responsive to your marketing. You can expect trends for some campaigns, but you may also find some surprises in the data.



Individual call information

Gives you individual records of every call you receive. This information includes data on which campaign and traffic source generated that call and the keywords or search phrases the visitor used to find your website. You can also find out here whether the call resulted in a lead or a sale, and if you choose, you can listen to a recording of the conversation that took place.



Keyword graphs and analysis

Gives you individual records of every call you receive. This information includes data on which campaign and traffic source generated that call and the keywords or search phrases the visitor used to find your website. You can also find out here whether the call resulted in a lead or a sale, and if you choose, you can listen to a recording of the conversation that took place.

Frequently asked questions



Can AdInsight Clarity track an unlimited number of search phrases, even long tail searches?

Yes, AdInsight Clarity tracks how each and every visitor who calls your business has found your website and therefore will identify and report on the exact keyword or search phrase that was used. It will not just report on the keywords that you tell it to, it will report on EVERY keyword automatically. There is no limit!



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.

Can AdInsight Clarity also track offline advertising?


Yes, AdInsight Clarity is designed to seamlessly track both online and offline advertising and report a detailed picture of the effectiveness of all your channels as a whole or individually.



What types of telephone number are available with AdInsight Clarity?


We can provide every number type in the UK, including geographic, non-geographic and free phone numbers, so you can choose the best option for your business.






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

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




How easy is AdInsight Clarity to setup?

Very! Most of our clients are surprised when they see just how easy it is. You simply complete a short set-up wizard, (which usually takes less than 15 minutes) and AdInsight Clarity then does the rest of the configuration for you automatically.



It sounds fantastic, but can I afford it?

AdInsight Clarity is totally scalable to suit any size of business. We currently provide this service to small companies handling a few hundred calls a month, as well as to many larger corporations handling tens of thousands of calls a day. It is just as important for both of these businesses to effectively track where their sales and leads are coming from, and the AdInsight Clarity pricing model caters for both ends of the spectrum, as well as all points in-between!



Will AdInsight Clarity be compatible with my existing hardware and telephone systems?

Yes, AdInsight Clarity requires no additional hardware and it fits in seamlessly with whatever call handling system you currently use. There is no need to make any changes to the way that you currently work (except to do it more effectively in the future).

Call
08000 773 773

Email
info@adinsight.eu

Visit
www.adinsight.eu

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

