



Call Tracking

Integration for Google Analytics-Interface

23.01.2019

Version 2.4

multiConnect GmbH

Platzl 2

80331 München

Autor: Christoph Berger

1 Introduction and Conditions

This document describes integration of the Call Tracking solution in to your Google Analytics account.

By means of this integration, information about calls to numbers associated with Call Tracking will be transmitted and stored in your Google Analytics- account. This data will appear additionally to the indicators about the Click traffic and other features of your website.

You can include Offline- Actions in your Web-Analytics and gain more insights about the traffic of the contact channel "Telephone" generated by your Marketing initiatives.

There are two types of integration:

1. Campagne- or product related

Static phone numbers are published on your website. Static means that every client sees the same phone number on your website. You can distribute a dedicated phone number to each site/advertisement/champagne (depending on the number of ordered phone numbers). In your Web-Analytics tool you see an overview of client calls generated per channel, e.g. product, service or campagne. Additionally you can include offline- and print media channels.

Promote products or services by making use of different media channels, like magazines, newspaper, direct mailing and TV or radio. Furthermore there is an option not only to differentiate the call traffic by dedicated campagne but also evaluating each channel separately. Every channel gets a unique phone number which generates data intelligence being transmitted to your Google-Analytics for further evaluation.

2. Customer-related

Every client visiting your website sees an individual phone number.

A phone call to every individual number is associated to the activities of the client in the web environment. Therefore you can track the entire Customer Journey including the phone calls in your Web-Analytics.

For this option it is required to add JavaScript Code-Snippets next to the Google-Tracking-Code to your websites. Furthermore it is necessary to assign a HTML-tag to each number shown on the website.

It is an easy plug and play integration (via your CMS (Content Management System)) as the code is identical on all sites. Coding expertise is not required. Contact your Web-Master or service provide for further questions.

It's up to you which option to choose. You can also use several phone numbers and try both options at once. Customer-related Call Tracking only makes senses if you are already looking into customer related data in your Web-Analytics, have user experience in Google Analytics and can obtain support from your service provider.

This document does not provide guidelines to the extensive analytical methods of Google Analytics.

For the customer related tracking you mostly need to have a large pool of phone numbers, typically 100 or 1000. In case of very frequent website visits you might require more numbers.

Call Tracking: Integration Google Analytics

As a rule of thumb, we recommend to consider the number of customers who visited your website in the last 1-4 weeks.

A significant requirement for Call Tracking with Google Analytics is to convert your Google-Account to the so called “Universal-Analytics” – Account.

The new version of the Google interface was announced end of the year 2013. It enables to the inclusion of Offline-activities. In the second quarter of 2014 the Beta-phase was completed. For further questions, please refer to your service provider, if needed.

Are you making use of further Analytics-tools or your in house developed Web-Tracking- Solutions?

Contact us – we offer a large variety of Real time- Transmission- Solutions in the field of phone call data intelligence and integration of telecommunication and websites.

Call Tracking: Integration Google Analytics

2 Set-up of the Call Tracking

Execute the following steps to set-up Call Tracking for Google Analytics.

For further assistance in regards to the set-up, please contact your account manager at Multiconnect.

Google Analytics is a very complex Analytics-tool customized to cater the needs of Web-Analytics specialists.

Please, understand that we can only answer questions related to Call Tracking.

For questions related to Google Analytics, please contact your web analytics specialist or service provider.

2.1 Data - Google Analytics Account

The Universal Google Analytics-Interface is a requirement for Call Tracking. The outdated interface is not supported and will be decommissioned by Google soon.

Your Marketing department or service provided is surely aware if you are already using Universal Analytics.

Otherwise, this can be easily checked by examining the source code of a website by means of the Google tracking code.

If the tracking code looks similar to the one shown here, Universal Analytics is already in use.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
Date();a=s.createElement(o),m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.paren
tNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXXXXXX-X', 'auto');
ga('send', 'pageview');
</script>
```

The tracking ID and the domain name are shown here only as placeholders.

Instead of 'UA-12345678-1' your tracking ID will be shown. UA points to Universal Analytics.

Your domain name is instead of 'your-domain.com'

You can also query this information directly through Google Analytics. You need to log in to your Google Analytics account.

Call Tracking: Integration Google Analytics

Click **Manage** in the top menu bar.

In the **ACCOUNT** tab, select the respective account (in case multiple accounts need to be set up).

In the tab **PROPERTY** click **Property-Settings**.

Your tracking ID and default URL will be displayed here.

The Tracker-ID is needed to set up Call Tracking.

Share this information with your account manager at MultiConnect.

Call Tracking: Integration Google Analytics

2.2 Campaign-related Call Tracking

For a campaign-related call tracking you typically need 10 to 100 phone numbers, depending on how detailed you want to evaluate your campaigns and, if necessary, different media channels.

The number of phone numbers can be extended anytime.

The allocation of the telephone number takes place according to the area code, which is assigned to your company address. In the simplest case, all telephone numbers are simply forwarded to a destination number specified by you.

Your account manager will take care of the complete setup of the phone numbers, the forwarding to your Telephone connection as well as the set-up of Call Tracking.

2.3 Customer-related Call Tracking

Here, a call is tracked as part of the Customer Journey. Which means that you can track the call as part of an entire activity chain of a single customer visit.

So you can for example understand which key word the customer uses to access your website, through which pages and information he clicked through and from which page he made a call. If necessary, see later on whether this call led, for example, to a purchase, because the "order" button was clicked. For questions related to the Customer-Journey in Google Analytics, please contact your Web- Analytics specialists or service providers.

To detect the website visitor's connection to the call, a unique client ID of the browser session is associated with a unique phone number. If this number is called, after the call, the data of the call including client ID will be transmitted to Google Analytics. Google Analytics then uses the client ID to relate to other events.

In order to establish a connection between the client ID and the unique telephone number, communication between your website and the Virtual Telephone System of Multiconnect must take place. To make it happen, you need to include JavaScript code lines directly below your Google Tracking-Codes:

```
<script type="text/javascript"
  src="https://sip1.massresponse.com/livewebsevice/calltracking?baseNumbers=
  %2B4312702825,%2B4989139959">
</script>
```

This code transmits the client ID to the Virtual Telephone System and receives the unique telephone number, which is then showcased on the marked spots of the website. The parameter "baseNumbers" must be filled with phone numbers used for call tracking, but without a suffix (post dialing). If several numbers are in use, they must be separated by a comma.

For security reasons, this script will only return phone numbers which are operated within the domain specified for Call Tracking in the Google-Account.

Call Tracking: Integration Google Analytics

Rufnummern, die durch eine Tracking-Rufnummer ersetzt werden sollen, werden im Quellcode der Webseite durch Einbetten in einen HTML-Link-Tag <a> gekennzeichnet. Das ist notwendig und für mobile Endgeräte vorteilhaft: Ein Anruf kann auf diese Weise durch Klick auf die Rufnummer ausgelöst werden.

```
<a href="tel:+4989123456000" style="text-decoration:none; color:black;">+49 (89) 123 456 - 000</a>
```

Call Tracking: Integration Google Analytics

The metrics of the parameter can be changed and removed if necessary. Furthermore, additional parameters for formatting of the telephone number can be inserted. The href parameter must be included.

Its value begins with tel: and the country code, in our case +49 for Germany. Then follows - without spaces and leading zero - the geographical number, plus a 0 for each suffix. The phone number must be the one specified above as "baseNumber".

In the example above, the three-digit suffix 000 is replaced by a client-related three-digit suffix.

The replacement of the suffixes described above works automatically for numbers in the HTML-link-tags that already exist at the time of initialization of Google Analytics (after the upload of the page). If numbers in the HTML-link-tags are added at a later stage by means of a Javascript; using the following Javascript function, a new replacement of the suffixes can be triggered:

```
parsePhoneNumbers();
```

If HTML-link- tags contain other elements besides the phone number (e.g. graphic icons, ...), then the text to be replaced, must be marked with a CSS class "mrsCallTracking" to allow the dynamic suffix to be replaced without influencing other elements:

```
<a href="tel:+4989123456000" style="text-decoration:none; color:black;">
  
  <span class="mrsCallTracking">+49 (89) 123 456 - 000</span>
</a>
```

If the JavaScript is deactivated and /or cookies are rejected, a unique suffix cannot be assigned and the 000 remains. All customer calls with the common post-dial number 000 (number of zeroes depending on suffix structure) are gathered. It's not possible to establish a direct reference to the client. Incidentally, this also applies to Online-activities as for example, page views and clicks.

The phone number framed by the link-tag and visible on the web page, can be formatted with brackets and spaces. Here it is only necessary to take into account that the number is filled up with as many zeros as the number has suffixes.

2.4 Standard Call-information

Call information is transmitted as events/activities to Google Analytics.

This is basic data that Google generally processes:

Event category, event activity, event label, and the value of the event label. Category and Activity are mandatory parameters, Label and Value are optional.

It's up to you how to use these values in your analysis. Within the framework of the web analysis, the following assignment could be made, for example:

Event category	Click on a link, download a file
Event activity	Name of the link, name of the file
Event label	Url of the link

Call Tracking: Integration Google Analytics

Event value	
--------------------	--

During Call Tracking, these parameters are assigned as follows:

Event category	„Calltracking“
Event activity	„Successful call“ or „Missed call“
Event label	Dialed phone number e.g.: „+4989123456xxx“
Event value	Duration of the call (seconds)