



## Who is calling? and How did they find us?

# Optimize Return on Investment (ROI) with Call Tracking

# CALL TRACKING

KNOW WHICH OF YOUR ADVERTISING  
CHANNELS ARE MOST EFFECTIVE!

### WHO IS IT FOR?

Any business small or big that counts on various marketing channels to get leads.

### WHAT DOES IT DO?

Call tracking aids you in tracking success of your marketing campaigns.

### HOW DOES IT WORK?

Assign unique phone number to each of your campaign. As your office phone rings you can track back to source

### HOW TO GET STARTED?

Get unique phone numbers for each of your marketing campaign from your phone provider and forward them to main line.

### GOT UNIQUE PHONE NUMBERS NOW WHAT?

All of your inbound call data gets stored in database. Generate reports to see which Adv. source generated most calls.

### IS IT ONLY FOR DIGITAL MARKETING?

**NO!!!**  
You can assign unique number to any of your advertisement source. Newspaper, online, radio etc.

### BENEFITS OF CALL TRACKING?

Being able to measure effectiveness of a campaign allows to invest in sources that have brought you maximum leads. Helps boost ROI.



**DIDforSale**  
Your next generation VoIP Solution