



Call Tracking: Increase the value proposition of online ads.

How TCAA used phone call tracking to increase retail traffic and optimize campaigns

Nearly every retailer knows the importance of phone calls in driving customer traffic and sales. Very few, however, realize that phone calls can be tracked, measured and attributed directly to online media spend.

The Problem

A client was not taking into account nearly 64% of its customer contact due to inadequate phone call tracking.

The Solution

TCAA implemented phone call tracking and reevaluated its client's media spend with a fresh perspective. TCAA found advertising mediums that were being severely undervalued and optimized the client's campaigns in order to drive more phone calls and customer contact.

The Results

By the end of the optimization, phone call volume had increased by 17.05% and total points of client contact via paid SEM increased 34.41%. These results were not a byproduct of increasing total media spend. TCAA did this by shifting the same media dollars to more efficient mediums that drove greater customer contact.

The Bottom Line

Advanced analytics and unified reporting is the cornerstone of TCAA's media buying and media planning success. Our reporting gives actionable results that directly impact our clients' bottom lines.

What has your reporting done for you lately? Contact us at info@tcausa.com.