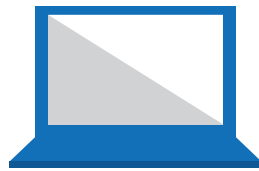


# MEASURE WHAT'S DRIVING YOUR PHONE CALLS

*by integrating our call insights into your Adobe Analytics Report Suite*



**MEASURE TRUE ROI**



**MEASURE EVERY CONVERSION YOUR WEBSITE GENERATES**



**ONE TOOL TO ANALYSE ONLINE AND OFFLINE DATA**



**TRACK CALLS AS 'METRICS' AND LEVERAGE YOUR EXISTING ADOBE REPORTS**



**MEET YOUR LEAD GENERATION AND ACQUISITION TARGETS**



**ANALYSE TRUE CPL AND CPA METRICS. STOP THE GUESSWORK**



**ATTRIBUTE SALES REVENUE TO MARKETING**

## HOW DOES IT WORK?

- 1** Our call tracking technology tracks which ads, campaigns, channels and keywords drive calls
- 2** We add the Adobe Visitor ID to every Session Tracking Call
- 3** Our data is sent to your Adobe Analytics Report Suite as an Event straight after the call end
- 4** The Phone Call event is then linked with all online activity that Adobe has tracked for the specific visitor ID
- 5** You can then generate reports to prove which ads, keywords, campaigns and channels generated the phone call conversions

**Get in touch today to take the next step**



***I'd like to close the gap with Adobe Analytics...***

Let's Talk: 📞 1300 310 727 ✉️ [sales@jetinteractive.com.au](mailto:sales@jetinteractive.com.au)