

Jet's new



DoubleClick by Google

integration

Now you can optimise your digital marketing via live call information

JET

INTERACTIVE

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Why is Jet's DoubleClick integration important?



Marketers are trying to understand what is most profitable for their company by analysing the data they receive from their users engagement on their site. With modern business changing constantly, it is important to be able to capture this data live and make changes accordingly.

Jet has the most technically advanced integration with any Bid Management Tool by allowing you to optimise your CPC budget and inbound phone calls.

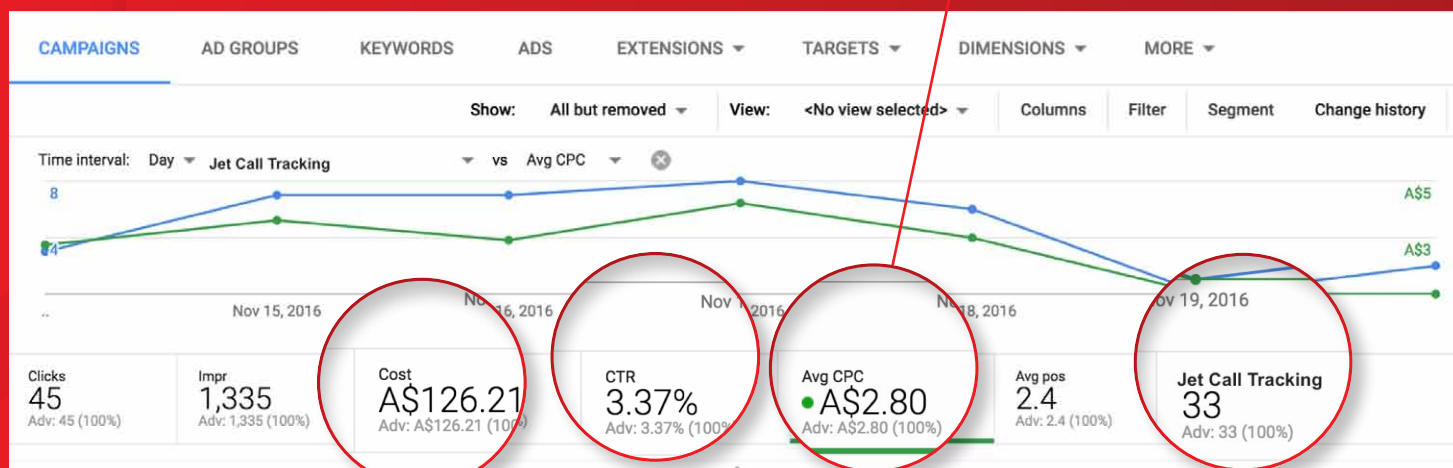
How does it work?



Using Floodlight tags, Jet matches a CPC event to a call. This event is reported as a metric that your marketing team can use to make automated decisions on which campaigns are working best.

See calls within your DoubleClick account

Correct CPC now that you include website generated calls - not just ecommerce and forms

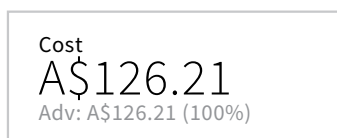


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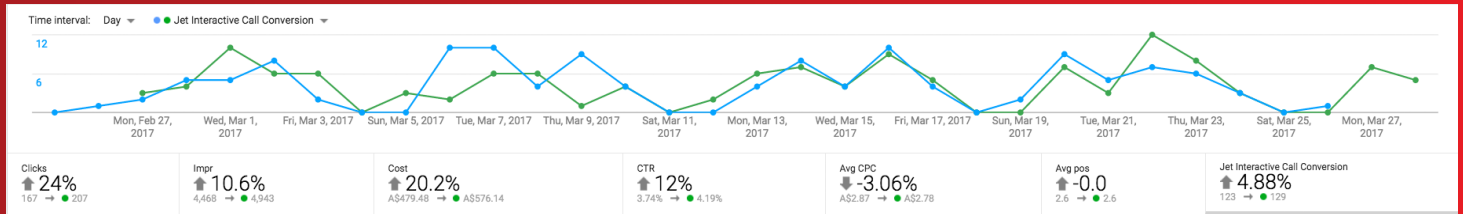
What can you do?



- 1 Automate bid management based on calls



- 2 Correct CPA targets - without digitally generated calls your CPA figures are incorrect. Attributing ecommerce, online forms and emails is just part of the picture
- 3 Real time reporting - calls are entered into your DoubleClick the moment the call is completed



- Drastically increase conversions - now that you can see calls within DoubleClick you can optimise them
- Flexible campaign management
- Sophisticated bidding rules

Select one or more conditions:

Conditions with metrics will include data from: Last 7 days

Jet Interactive Call Conversion Greater than or equal to 5

AND

Avg pos Less than 1

AND

+ ATTRIBUTE OR METRIC

PREVIEW MATCHING CAMPAIGNS

What do you need to get this started?



With just a few changes to your website, Jet's DoubleClick by Google Integration can be up and running in 48 hours. You just need to make these changes:

- 1 Enable API Conversions
- 2 Create a Floodlight Tag
- 3 Add the Floodlight Tag to your site
- 4 Add the Floodlight Activity to your reports



What do you get?



- **Increased ROI**
- **You get a fully integrated and powerful bid management solution to make sure your marketing works!**
- **Full visualisation of calls**

Combine Jet CallTracker™ with Google DoubleClick to have full customer attribution



DoubleClick is a tool which allows you to have access to a complete view of your digital marketing trends across range of channels, so your business can respond to an ever-changing market in real time*. Jet Interactive's integration brings your marketing strategy to a new level.

View all calls generated by your websites and digital media within your most valuable marketing tool - DoubleClick.

Track calls from both mobile and desktop sites.

Google Call Tracking only tracks AdWords generated calls whereas Jet CallTracker™ tracks all 'Click to Call' mobile calls regardless of traffic source.

Calls generated by AdWords, SEO, CPC, Social, referral sites, banner ads.

Jet data seamlessly integrates into your Google Analytics account.

Free integration between your Jet CallTracker™ account into your DoubleClick and Google Analytics accounts.

Don't have Jet Call Tracking installed?

A new account can be set up and installed within **5 working days**.

Email sales@jetinteractive.com.au

or to get a quote call **1300 310 727**

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