

— CALL TRACKING · MARKETING ATTRIBUTION

# Thousands of call leads, tracked back to source.

How Beaufaures partnered with Google and Jet Interactive to measure the phone enquiries their digital marketing was really generating – across desktop, mobile and search.

<p>PROGRAMME PARTNER</p> <p><b>Google</b> ●●●●</p>	<p>TECHNOLOGY PARTNER</p> <p><b>Jet Interactive</b></p>	<p>CLIENT</p> <p><b>Beaufaures</b></p>
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— THE BACKGROUND



## Going beyond clicks, to measure real enquiries.

Among Australian tyre retailers, Beaufaures has been one of the most enthusiastic adopters of digital marketing. By 2011 most customers were buying at one of its 280-odd stores – but thousands were calling ahead first. Understanding how digital drove those calls meant going beyond click metrics, so Beaufaures partnered with Google to measure how online channels were driving real customer enquiries.

— WHAT WE TRACKED



**01**  
**Desktop website**

Calls placed from beaufaures.com.au.



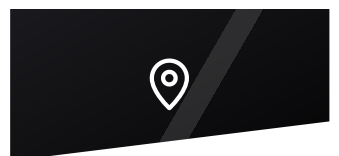
**02**  
**Mobile website**

Calls from the m.beaufaures.com.au site.



**03**  
**Click-to-call ads**

Tap-to-call straight from mobile search ads.



**04**  
**Google Places**

Calls from free Google Places listings.

— THE SOLUTION



## Enter call tracking.

Google partnered with Jet Interactive — a leading provider of call tracking technology — to build a bespoke solution for Beurepairs. Unique tracking numbers across each online channel tied every inbound call back to the exact source that drove it, then recorded, routed and reported each one in real time.

<p><b>PAID ADVERTISING</b></p> <p>Search and display advertising across Google's network — desktop &amp; mobile.</p> <hr/> <p>● ● ● ● Google AdWords · AdMob</p>	<p><b>FREE SEARCH</b></p> <p>Organic search results and free business listings — no media spend.</p> <hr/> <p>● ● ● ● Google Search · Places</p>	<p><b>OTHER</b></p> <p>Direct traffic and referrals from non-Google websites.</p> <hr/> <p>Direct &amp; referral</p>
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By implementing the trial, we could pinpoint the precise digital channel each customer took to contact our stores.

**Daniel Lloyd** · Online Marketing Manager, Beurepairs

ABOUT THE CLIENT

EST. 1922 · AUSTRALIAN

### Beurepairs

One of Australia and New Zealand's leading tyre retailers — cars, four-wheel drives, trucks, forklifts, farm equipment and fleets of every size.

Stores (AU)	<b>~280</b>
Employees	<b>~1,700</b>
Founded	<b>1922</b>

THE SOLUTION · CS-2012-BEAU

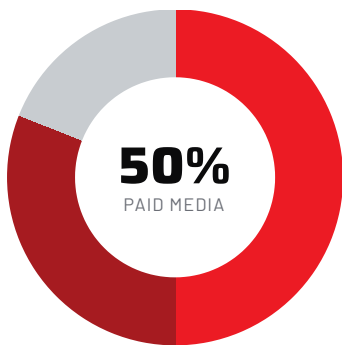
<p><b>1,000s</b></p> <p><b>CALL LEADS TRACKED</b></p> <p>Over a 4-month window</p>	<p><b>11</b></p> <p><b>DESTINATIONS</b></p> <p>National call centre + 10 Sydney Metro stores</p>	<p><b>4</b></p> <p><b>CHANNELS MEASURED</b></p> <p>Desktop, mobile, paid search, Places</p>
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— THE RESULTS

# What the data revealed.

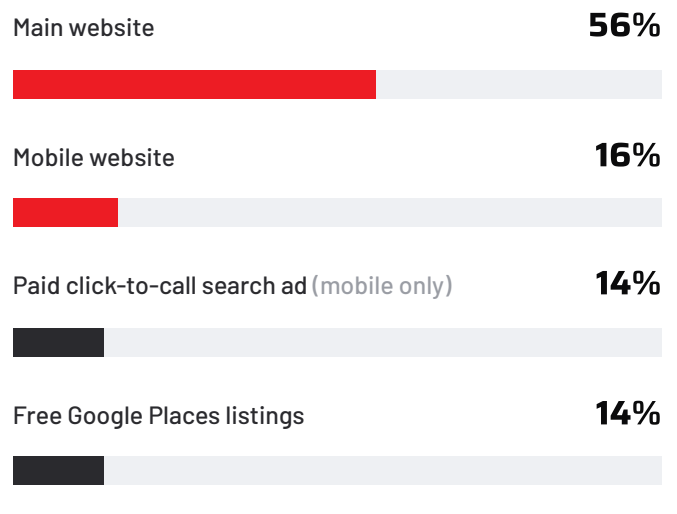
A wealth of data on how consumers use online information before calling a physical store – and which channels do the heavy lifting.

MEDIA SOURCE — SHARE OF ALL CALLS



- **50%** Paid advertising
- **31%** Free search listings
- **19%** Other – direct & referral

SOURCE OF CALL — BY ONLINE LOCATION



Source: Google x Jet Interactive call-tracking trial, 2011.

THE RESULTS · CS-2012-BEAU

**80%**

**LOCAL, DIRECT-TO-STORE**

Far higher than expected

**25%+**

**VIA MOBILE CHANNELS**

Half of those click-to-call

**95%+**

**MOBILE-WEB → CALL CENTRE**

The local trend reverses on mobile

The data showed us how successful each digital channel was at engaging customers — and how to strengthen those relationships while improving the ROI of our online resources.

**Jaime Hardley** · National Marketing Manager, Beaufort

— KEY FINDINGS

**80%**

**Local information is key**

Local calls direct-to-store made up roughly 80% of all leads nationwide – far higher than expected. On the mobile website that reverses: 95%+ of those calls went to the national call centre.

**25%+**

**Mobile click-to-call**

More than a quarter of all call leads came via mobile channels – and half of those were click-to-call straight from mobile search ads, narrowing the gap between intent and action.

**50/31**

**Paid and free both matter**

Paid media drove 50% of tracked calls; free organic search 31% – nearly half of those direct from a Places listing, with no website click at all. The rest came via other sources.

— WHAT'S NEXT

**From call leads to closed sales.**

As a result of the trial, Beaufraires plans to link call leads directly to actual sales – mapping, in near real-time, which channels drive in-store revenue. Long term, they see call tracking as a core tool to tailor the customer experience, build loyalty and lift digital ROI.



This call-tracking study has allowed Beaufraires to revolutionise how digital marketing is used as a key ingredient in the marketing mix.

Jaime Hardley · National Marketing Manager, Beaufraires

KEY FINDINGS · CS-2012-BEAU

— JET INTERACTIVE

**See what your phone calls are really telling you.**

Call tracking, cloud phone systems and marketing attribution – built for marketers, trusted by agencies.

Track every call back to the ad, keyword or campaign that drove it.

TALK TO OUR TEAM

ONLINE

**1300 10 13 10**

**jetinteractive.com.au**

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