

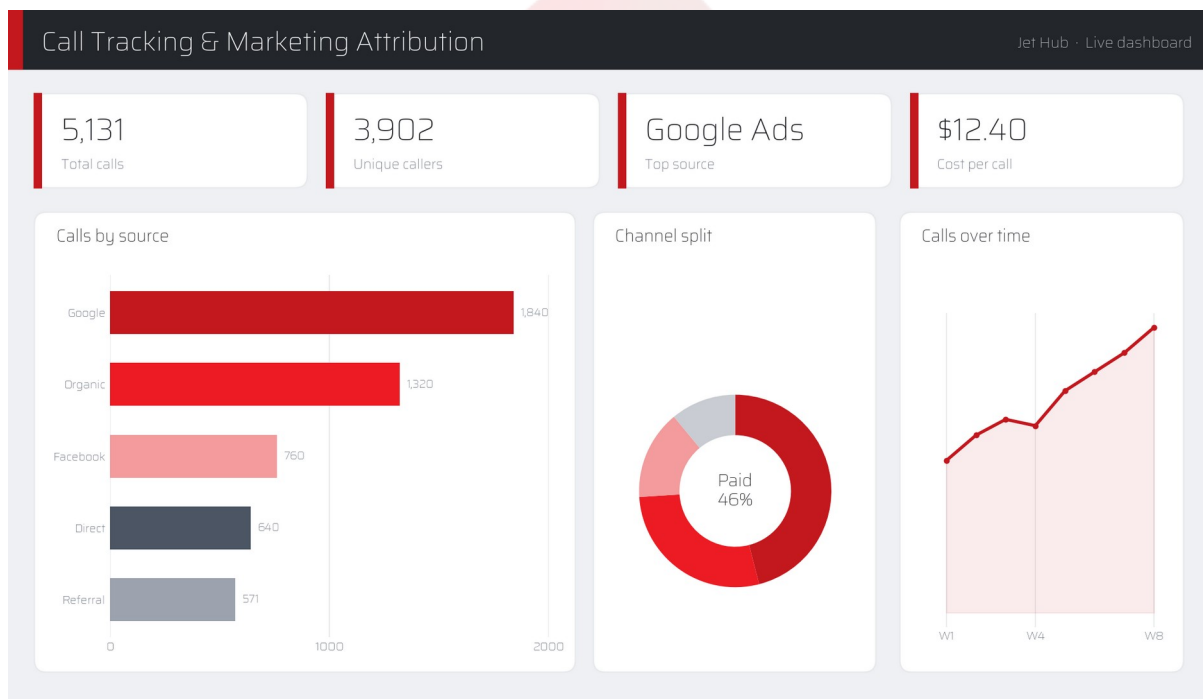
The Complete Guide to Call Data Enrichment

Only Jet Interactive enriches calls with information on what advertising drove each call, the call flow through your business, the agents who answered the call and the outcome from within your CRM. All this then integrated into all your analytic tools such as GA, Claude, Google Ads, Meta and Bing

46 fields of call data on every conversation

Most phone systems tell you a call happened. Jet Interactive tells you who called, what brought them in, which campaign and keyword drove them, who answered, how long they talked, whether it became a sale — and what that sale was worth. That is unparalleled enrichment of your call data, and it is captured automatically on every call and message.

This guide walks through what you can measure, the kinds of reports and dashboards you can build, and the four ways your team can get to the data — then lists every one of the 46 fields in full.



A live marketing-attribution dashboard built from your call data in Jet Hub.

Why call data is your richest channel

A phone call is a moment of high intent. Someone has stopped scrolling, picked up the phone and chosen to speak to your business. Yet for most organisations that moment disappears the instant the call ends — no record of where it came from, what was discussed, or whether it turned into revenue.

Jet Interactive changes that. Every call and SMS is captured as a structured record of **46 distinct fields**, spanning the entire journey: the marketing source that drove the call, the number dialled, the agent who answered, the duration and outcome, and the CRM opportunity and sale value it ultimately produced.

Because it is one connected dataset, you can finally answer the questions that matter across teams — marketing, operations and sales — from a single source of truth:

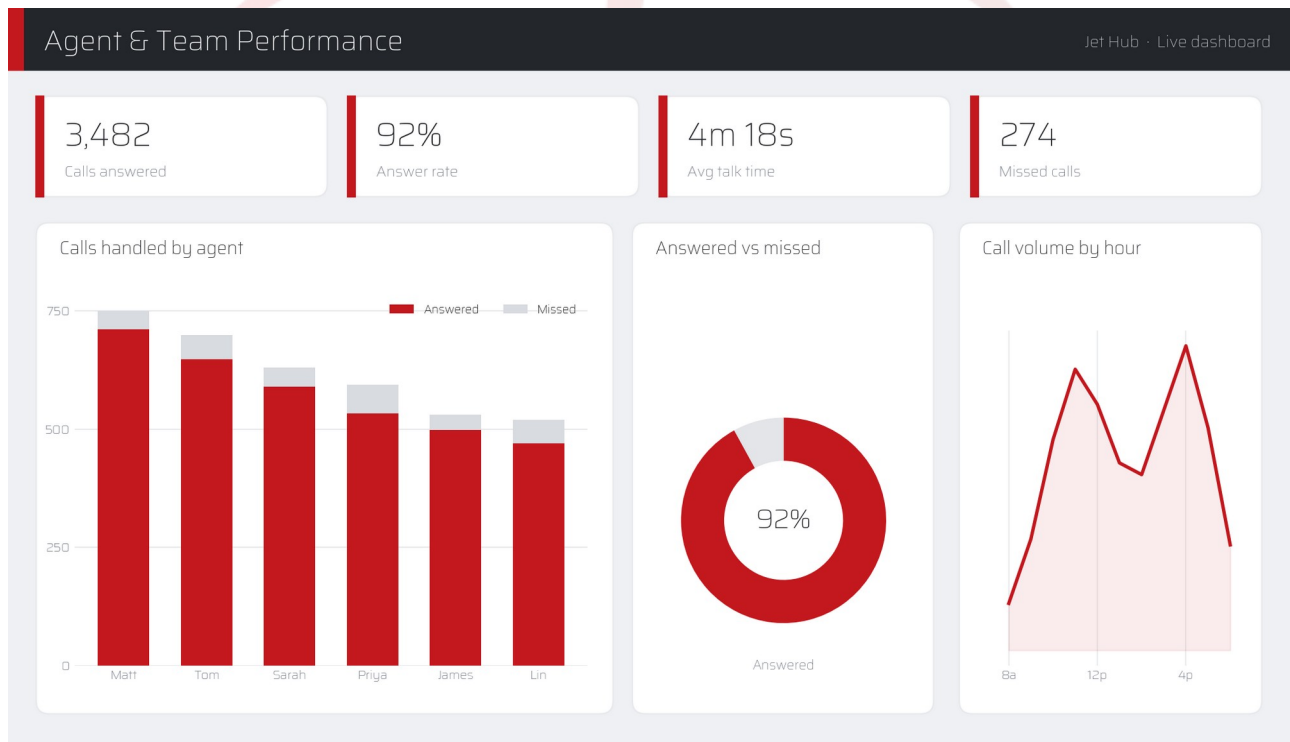
- **Marketing** — Which campaigns, keywords and channels actually generate phone calls — and which of those calls convert.
- **Operations** — How your team and agents handle call volume, answer rates and talk time across the day.
- **Sales** — How many calls become opportunities, what they are worth, and which sources deliver the best return.

Reports and dashboards you can build

The 46 fields power three broad families of reporting. Each can be viewed as a live dashboard, a scheduled report, or an export — and combined however your business needs.

Agents and teams handling calls

See exactly how your people manage call volume — who is answering, how quickly, for how long, and how many calls are missed.



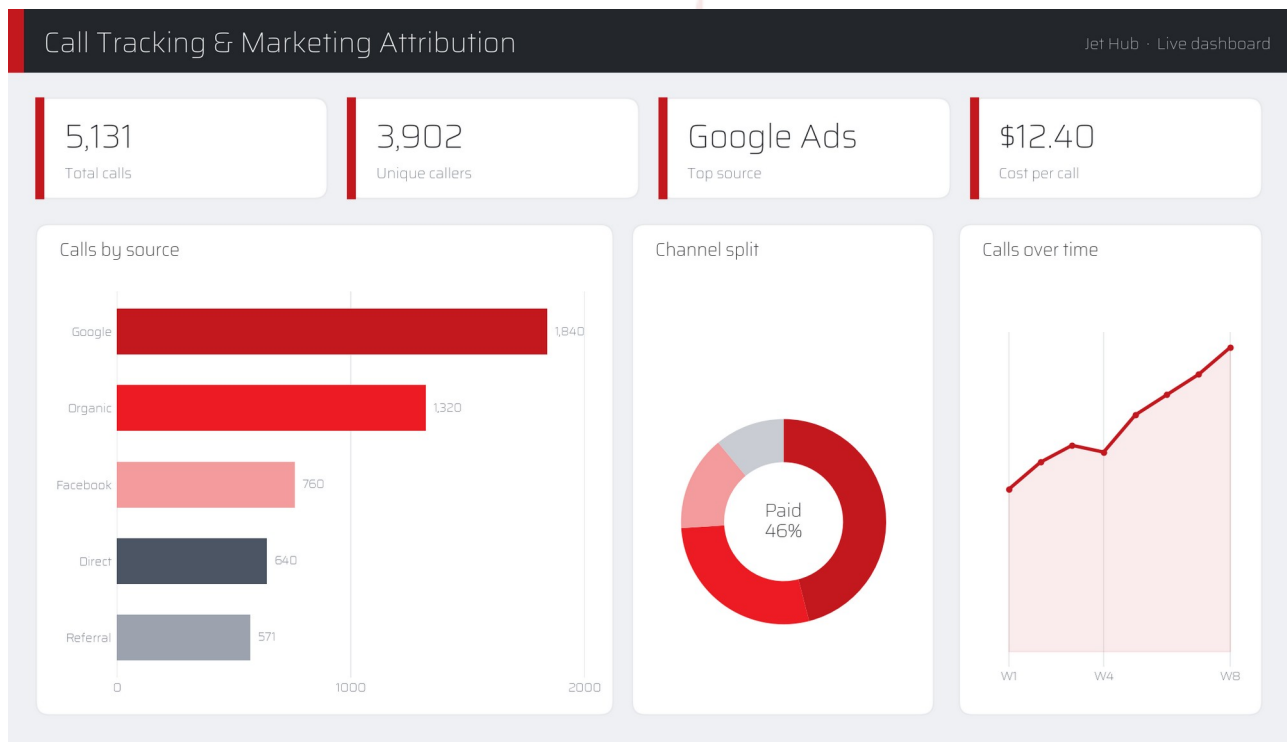
Example reports:

- Calls handled per agent — answered, missed and abandoned

- Answer rate and average ring-to-answer time by agent or team
- Average talk time and total time on calls per agent
- Inbound versus outbound activity for each agent
- Call volume by hour and day to reveal your busiest periods
- Missed and unanswered calls by agent, team or department
- Call recordings and notes attached to each agent for quality review

Call tracking and marketing attribution

Connect every call back to the marketing that created it, right down to the campaign and keyword, using Jet's dynamic number tracking and web-session data.



Example reports:

- Calls by source, medium and channel (paid, organic, social, direct, referral)
- Calls by campaign and keyword, including Google Ads GCLID, AGID and CMPID
- Calls by tracking number and dynamic number — which visitor source triggered the call
- Calls by landing page and tracked website
- First-time versus repeat callers, and unique caller counts
- Call volume trends over time by source
- Cost per call and cost per lead by campaign, where ad-spend data is connected

Sales conversion from your CRM

Close the loop by feeding call outcomes and sale values back from your CRM, so you can report on revenue — not just call volume.

Sales Conversion from CRM

Jet Hub · Live dashboard

1,284

Calls → opportunities

26%

Conversion rate

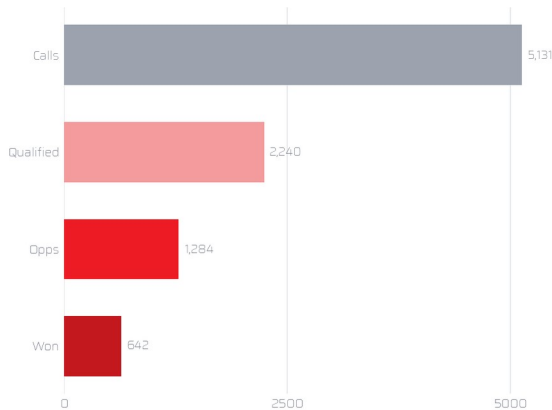
\$1.42M

Revenue attributed

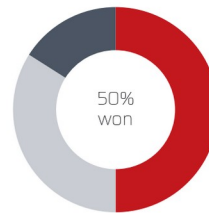
\$4,950

Avg deal value

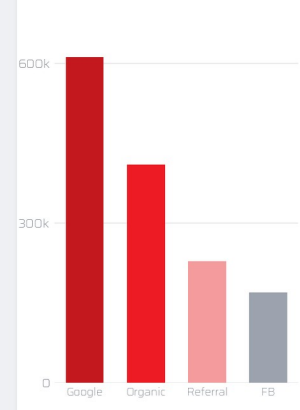
Call-to-sale funnel



Pipeline by stage



Revenue by source



Example reports:

- Calls linked to CRM opportunities and cases
- Call-to-opportunity and opportunity-to-won conversion rates
- Revenue and opportunity value attributed to calls
- Sales value by marketing source and campaign — true return on ad spend
- Pipeline by stage (Open, Closed Won, Closed Lost) sourced from calls
- Product or opportunity-type breakdown of won business
- Average deal value and closed-won revenue by agent

Four ways to access your reporting and every field

All 46 fields are available through four different reporting routes — work inside Jet's own platform, plug straight into your existing Google reporting stack, or pull a real-time data feed into anything you like.



Jet Hub — Jet's reporting and analytics platform

Jet Interactive's own reporting and analytics platform. Build, filter, schedule and export reports and live dashboards across all 46 fields — ready-made views or fully custom, with no code required.



Google Data Studio

Stream your call data into Google Data Studio and blend it with the rest of your marketing reporting. Build shareable, always-current dashboards that sit alongside every other data source you use.



Google Analytics

Push call events into Google Analytics so phone calls are measured like any other conversion — attributed to campaigns and channels, and ready to feed the goals and

audiences you already use across GA and Google Ads.

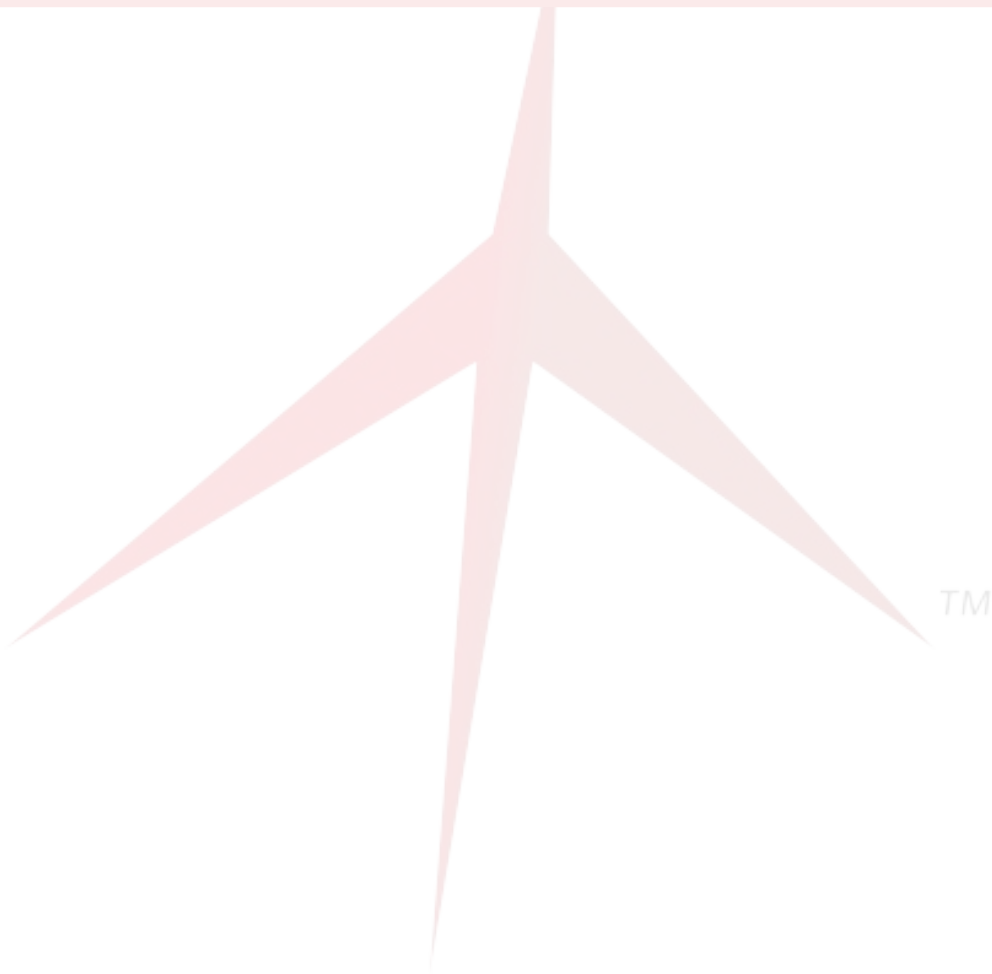


Webhooks — real-time data feed

Get call data the instant it happens. Jet's webhooks push each call as an event to any endpoint you choose, feeding a data warehouse, BI tool or your own application in real time.

Report on anything you need

Across Jet Hub, Google Data Studio, Google Analytics and Webhooks, the same 46-field dataset is available — so you can report on call tracking, on your staff and agents, and on sales conversion inside your CRM, all from one source.



Reference — the complete field list

Every field captured in the Total Call Report, grouped by its column group and described using the field's own in-product hover hint.

1. Default

Core fields shown across the report by default.

Field	Definition
Flagged	Helps with sorting and prioritising individual call records
Direction	<- is and outbound call or text. ->inbound call or text to your business
Mode	Call or SMS communication
Audio	Recording of the call or message
Date	Date the call was made
Time	Time of the day the call was made in a 24 hour format
Duration	Length of the call in minutes and seconds
Jet Number	For inbound calls to your business this is the number customers dial. For outbound calls this is the number that a call was made from
Service Name	A unique name for the phone number
Customer Number	For inbound calls this is the number the customer called your business from. For outbound calls this is the number you called
SMS	Mobile text or SMS message
Status	Unanswered = The call was not answered and was not cancelled by the caller Answered = The call was answered by a human, IVR or messagebank Unavailable = The call could not get through to the recipient Cancelled = The call rang but the caller hung up
Number Type	Summary of the type of inbound call traffic
Service Group	Helps to group numbers by department or cost centre

2. Agent

The staff member or termination point that handled the call.

Field	Definition
Phone User	The staff member within your jet portal assigned to the Jet number
Answering Point	The phone number that an inbound number is terminated on
Notes	Place free form comments about the call

3. System

Network and routing fields generated by the Jet platform.

Field	Definition
IVR	Last IVR option selected

Field	Definition
Queue Name	Name of the internal call queue
Time in queue	Time the call was in the call queue
Geo Route	What option the call was geographically diverted to
DateTime	DateTime of the call
IVR Options Selected	The option selected by the caller

4. Marketing

Web-attribution and digital marketing fields.

Field	Definition
Source	Sources are where your site visitors have come from; essentially, where they were before they landed on your site. This could be a search engine, such as Google, or another website such as Facebook
Medium	Mediums indicate how the user arrived on your website. For example, this could be a referral (clicking on a link on the other website), organic (an organic listing in the SERP), or CPC (a cost per click paid ad)
Channel	Channels are groupings of different sources (the origin of traffic, e.g. a search engine such as 'google' or a domain name) and mediums (the general category of sources, e.g. 'organic' for all organic search or 'referral' for all web referrals)
Referrer	Referrals are the segment of traffic that arrives on your website through another source
Referrer Domain	Referrals are the segment of traffic that arrives on your website through another source
Campaign	Designated campaign name for paid traffic
Keyword	The keyword entered by the searcher
Landing Page	The page that searcher first entered your website on
Tracked Website	Which of your websites this traffic is attributed to
GA Client ID	A measurement ID in Google Analytics, A unique identifier for a web data stream
GCLID	Google Click ID (GCLID) is a parameter passed in the URL with ad clicks, to identify the campaign and other attributes of the click associated with the ad for ad tracking and campaign attribution
AGID	Adgroup from Google call forwarding
CMPID	Campaign number for google call forwarding
Browser	The browser type that the caller is using i.e, Chrome
Device Type	The device type that the caller is using
URL	This is the full URL and tagging of the referring site
Operating system	The operating system of the device used by the caller
Call ID	Unique identifying number for each call, This is generated by Jet's network
Web Session ID	Unique identifying number for each web session

Field	Definition
Converting Page	The page the customer was looking at when they dialed your number

5. CRM

Outcome fields fed back from a connected CRM.

Field	Definition
Action	The CRM object associated with the call
Product	The product associated with the CRM object
Value	The amount associated with the CRM object
Outcome	The current stage of the CRM object

