
Tracking phone sales w/ Adwords/Analytics

Posted by Jaco - 2009/07/02 09:46

Yes you can, I am still testing it, but you can easily track those incoming phone orders back to your Adwords advertising campaign. Or any other PPC for that matter.

And it can be fully automated, with Infusionsoft.

There are other manual ways of doing it available. You have to implement a script that generates a unique code. You then ask your caller to give a unique code that the sales staff will add into a third party system.:unsure:

I spoke to Google about this and this data will not get imported into your campaign reports, ever!:woohoo:

However we all use Infusionsoft to get away from fragmented systems.

The beauty of this is that (once proven) you keep all your analytics data on these sales.

If you wish to know how this works, I will put together a paper that explains it all.

To show your interest, simply leave a comment on this post, and I will get to work.

Jaco

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Re:Tracking phone sales w/ Adwords/Analytics

Posted by JManna - 2009/07/08 09:51

Jaco,

This is a very nice idea. I would be delighted to share your advice on doing this on our Blog and credit it to you for discovering it.

Let me know... joseph.manna@Infusionsoft.com

~Joe

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Re:Tracking phone sales w/ Adwords/Analytics

Posted by EdR - 2009/09/04 00:01

Hi - yes I'm very interested in this thank you.

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