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# Things to Discuss with Your Web Analytics Provider

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Create a Website Experience That Delivers High-Intent Calls

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# Piecing Together the Online-to-Offline Puzzle

The growing variety of customer touch points in our omnichannel world means that marketers need to take a coordinated, cross-functional approach to finding, understanding and acquiring customers as they move between online and offline experiences.

With more than \$7 Trillion<sup>1</sup> of consumer commerce happening offline, the pressure is on for online marketers to demonstrate how their expertise can help attract and acquire customers once they move offline.



# Ecomm Stats only Tell a Fraction of the Story

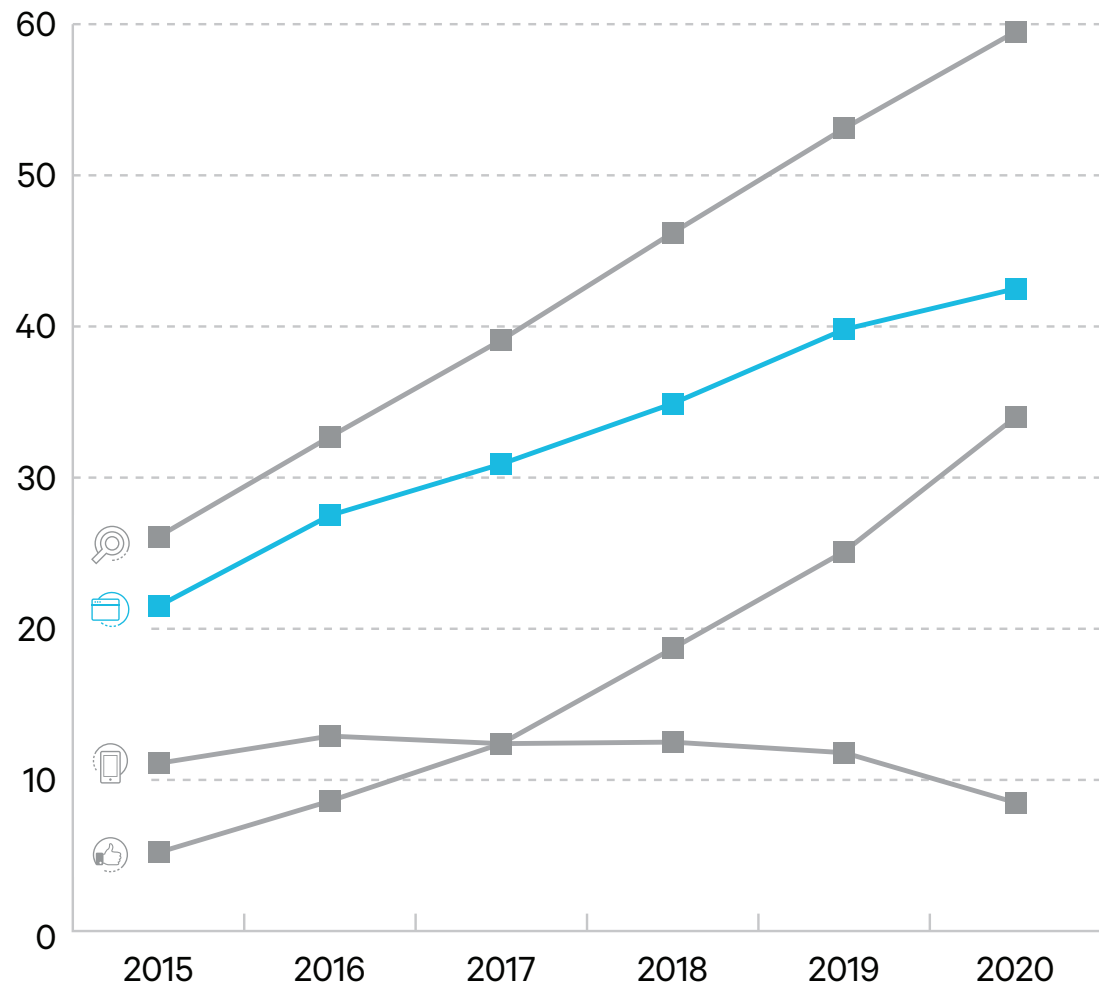
Your company website serves as a beacon for your brand, a hub to gather leads, and in many cases, an important profit center. Savvy marketers use online analytics tools to gather insights which are used to keep prospects engaged from initial interest through final sale. Access to data, efficiency, and optimization rule in the online world. But what happens when online prospects become offline buyers?

If a significant portion of your company's revenue comes from customers who call or come to your showroom, you need to show that your website is driving traffic, and delivering high-intent prospects who are likely to become customers. Upping the game with your web analytics provider is a great place to start.

## Start the Conversation

Omnichannel marketing is a team effort. Initiate discussions with your marketing and sales colleagues to see if they too can benefit from data and insights that connect your online efforts to the customer experiences that generate high-intent calls. Then talk with your web analytics provider to see if they can deliver the online-to-offline data your organization needs.

### Business calls from mobile click-to-call, by channel<sup>1</sup>



Search



Site



Display



Social

# 5 Things Your Web Analytics Provider Should Be Able to Deliver for You:

## 1 Complete visibility into your customer's journey

You know better than anyone that your buyer hardly moves in a straight line. They may start at the top of your site, dive-bomb into a cool feature they heard about from their friends, come back up to the top level to see all of your options and offers, head back down into the details of pricing, exit the site, and then return five minutes later after looking at some online reviews—all before they're ready to pick up the phone. Today's web analytics products understand all of this behavior and provide marketers with complete visibility into this customer journey—including—and most importantly—what behavior finally drove the prospect to pick up the phone and call you.

## 2 Details on the source of the traffic coming to your website

Whether it's a targeted keyword strategy, a blog that captures the mood of the market, an offer that hits people right when they're shopping, or a video that's suddenly gone viral—there are tons of reasons and ways that people will find your site and you need to understand which of those sources and messages are delivering the right kind of visitors to your site—you

**69%** of smartphone users are more likely to buy from a company whose mobile site app can help them find answers to their questions easily.<sup>2</sup>

know—the ones that are most inclined to ultimately be your customers. This requires close collaboration with your fellow digital media colleagues so you can weed out the “bouncers” and fine tune your strategies to attract the most promising prospects.

## 3 Match your marketing to the phone call

Just like search marketers who are looking for new keywords and high-intent searches for their products, website marketers also need to optimize their content—their web pages—to what the prospect or the customer wants to do. While all customer phone calls are important to you as a brand, not all calls are focused on a sale—some may call to check their bill, others for service, and then hopefully the majority are calling to inquire or purchase your product and services. The key to tying site effectiveness to brand loyalty and repeat business is having deep

insights about your customers and how to meet their expectations when they need to reach you. Your vendor needs to help you understand this so you can stay agile in your site design and performance.

## 4 Use insights from the call to improve your website

It wasn't so long ago that web marketers were able to show their value by placing a specific phone number on a page, then tying the call back to the number on the site for attribution, but no more. Today's digital teams are being called upon not just to deliver calls, but to deliver revenue from those calls. To do that, you need to understand what's happening on the calls themselves. Are the callers turning into customers? Are they using your messaging and asking for the product features you're highlighting? Or are they confused about their options and hanging up without

converting? You can retarget them to come back and learn more, but without insights from the call, you're marketing in the dark. The best web analytics products today can integrate call and conversation insights into web analytics tools so that marketers are able to pick up high-intent buying signals. This includes identifying words and phrases the prospect is using and tailoring the site page to what is happening on the call in real time. This results in a more personalized customer experience and engaging website to increase the quality of the call.

## 5 Integrate call data into your web analytics platform

If you're a marketer managing multiple brands, websites, and country information, there are several great web analytics platforms that allow website marketers to analyze site performance and optimize the pages and content that are converting visitors into prospects and customers. Importantly however, for prospects who convert in an offline environment, the key is to ensure your vendor can integrate the data from all the calls your site is generating back into your analytics platform so that you can drive better site performance. Gone are the days of websites being looked upon as a static showcase for the brand. Today's pages are continually being tested, refined and refreshed based on customer response. It follows, then, that you need a vendor who can feed you the back-end insights on what is driving calls so you can move faster and convert more visitors to high-intent callers.

## The Road Ahead

Website marketing has evolved at light-speed from a static, brochure-laden set of URL's to a dynamic, interactive, and revenue-producing component of the digital marketing team. The website is the marketer's greatest asset. And the ability to tie the on-site visitor behavior to revenue-generating calls represents the apex of the customer journey. Today more than ever, it's imperative that website analytics vendors understand this journey; the importance of turning a site visitor into a customer; and that have the ability to deliver insight in the right place in time so marketers can make effective business decisions. Ensure the vendor you're working with is aligned with these objectives!

## About Marchex

Marchex understands the best customers are those who call your company - they convert faster, buy more, and churn less. Marchex provides solutions that help companies drive more calls, understand what happens on those calls, and convert more of those callers into customers. Our actionable intelligence strengthens the connection between companies and their customers, bridging the physical and digital world, to help brands maximize their marketing investments and operating efficiencies to acquire the best customers.

Please visit [www.marchex.com](http://www.marchex.com), [marchex.com/blog](http://marchex.com/blog) or [@marchex](https://twitter.com/marchex) on Twitter (Twitter.com/Marchex), to learn more about us and the rapidly evolving omnichannel analytics industry.

Have questions? Please visit [www.marchex.com/contact](http://www.marchex.com/contact).

1. Getting to \$72 Billion: BIA/Kelsey's Mobile Ad Revenue Forecast, BIA/Kelsey, 2017.
2. Give Consumers Relevant Information in Their I-Want-to-Know Moments, Web. <<https://www.thinkwithgoogle.com/infographics/consumer-information-i-want-to-know-micro-moments.html>>. June 2016.