

# CALL TRACKING WITH CALLVIEW360®

CallView360® call tracking provides a 360° view of your call performance data, demographics, and analytics.



## Real-Time Call Analytics

Dial800 is the only provider to offer both online and offline call performance tracking. Get more calls with our numbers, track them more effectively.

Have easy access to highly organized, understandable data that tells you exactly who your customer is and which campaigns are working most effectively.

### CALLVIEW360® FEATURES:

#### **C** MEASURE ALL MEDIA PERFORMANCE

Watch in real-time as your offline and online leads come in, know where they originate, and monitor how they are being managed.

#### **▲** EASY ANALYTICS

Detailed demographics, along with customizable filters partner with Intelligent Accuroute® call routing to maximize call marketing performance.

#### **👤** DATA BEYOND DEMOGRAPHICS

The Dial800 intuitive dashboard clarifies and simplifies the complexities of call tracking and campaign management into responsive and insightful data reporting.

#### **☎** REAL-TIME CALL RECORDS

Complete, clear records of each call are an incomparable tool for call optimization.

#### OTHER SOLUTIONS



**800  
NUMBERS**



**CALL  
ROUTING**



**DATA  
INTEGRATION**



# Track offline and online performance with CallView360<sup>®</sup>, now with DNI

- **Digital Call Tracking** for online and offline media performance
- **Dynamic number display** - Automatically change website contact numbers for each unique visit
- **Keyword Attribution** - Know which keyword phrase and online lead source deliver the most calls
- **Real-time call performance attribution** - Reporting for both offline and online advertising performance



“ I love the reporting platform for Dial800 (CallView). It is great to be able to run queries based on different parameters and be able to export for graphing purposes, pivot tables, etc. It is a wonderful tool.

Mariaelena Gonzalez, Chief Operating Officer, **TRUSTED HANDS**



“ CallView360<sup>®</sup> permitted us to gauge the efficiency of our advertising and increase the effectiveness of our team. Their system is Five Stars!”

Chuck, Senior VP, **G&K MANAGEMENT CO.**



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