

ORGANIC SEARCH CALL TRACKING



Discover new search terms and generate more revenue.

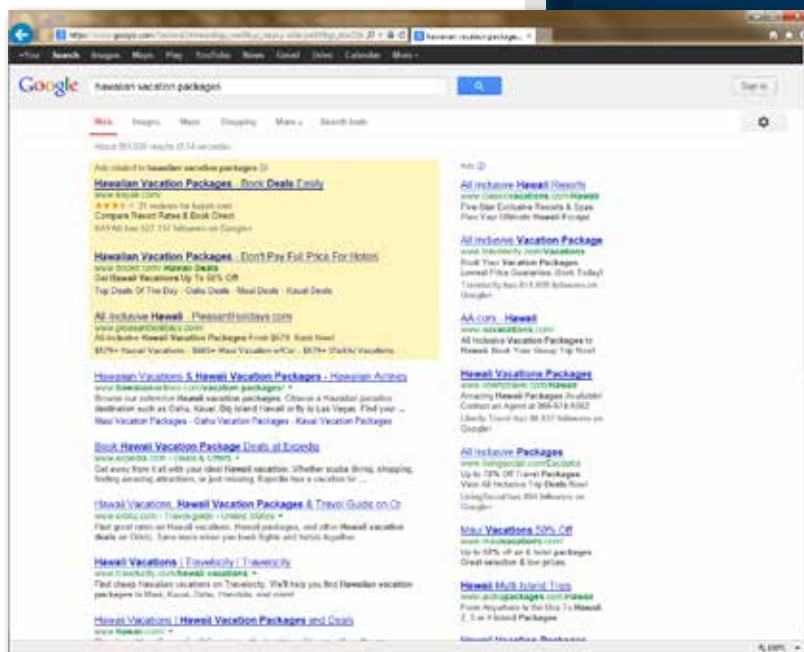


With ClickPath, you can apply the same online-to-offline optimization you use on paid search terms to organic search terms. By utilizing our Dynamic Number Insertion technology, you are able to determine which calls came from paid placement ads and which came from organic keyword search terms.

You will receive the complete picture of your search engine marketing by determining how effectively paid placement ads and organic search terms are driving sales calls, ultimately generating more revenue.

For example, if an organic search term is driving repeat traffic to your website, that term would be a beneficial keyword to bid on for paid placement ads.

This is valuable information that you would not know without tracking your calls and seeing which ones were generated from organic keywords.



ClickPath has an unprecedented reputation of reliability and accuracy, and those same principles have been applied to its organic search call tracking product, which optimizes all aspects of online marketing.

Who's Calling provides you with the tools you need to maximize your business's marketing potential and increase sales and revenue.

Call today to learn more — 866.595.3333.