Table of Contents

Getting Started

TrackMyAd™ enables you to assign a different phone number to each of your ads, and track how many calls you get on each one, what the results are, how your agents are doing, and what is your cost per call and per result. We are here to support you in getting the most out of your advertising budget. If you have any questions, suggestions, or feedback for us please feel free to email info@trackmyad.com or call us at (877) 840-5302.

This guide is intended to give you all the information you need to set up your service and take advantage of all its features. Here's the 2-minute quick start:

The first thing you'll need is some phone numbers. Log in to the "My Account" page and click on the "Add Numbers" button. You can select local numbers or toll free.

Once you have your numbers, go to the "Control Panel" and click on the "Numbers" button. There you'll see all of the default settings for your new numbers. They're active immediately – try calling one of your new numbers and it will ring through to your business phone number. You'll see the "Call ID" displayed on your phone – that identifies this particular call. When you answer, you'll hear the "Whisper" message, which identifies the number that was called. Initially, we set the whisper message to the phone number itself so that's what you'll hear. Press any key on your phone to answer the call.

After talking with yourself for a little while, end the call and then click on the "Stats" button and select "Calls Per Ad', and there's your graph showing how well all of your ads are performing so far.

That's the basics! Now, to get into the details:

- Managing Numbers: Set the Whisper Messages, ad information and cost, change the number that calls come in on.
- Calls Screen: Live display of all active calls; use this screen to record notes and results. Call History on this screen is used to search for past calls, details, and recordings
- Agents: Set up Agent IDs so that your agents can be associated with their calls, for tracking.
- Recordings: Listen to or download recordings of your calls.
- Stats: How to see the charts showing all of your tracking information
- Voice Mail: How to record greetings, pick up messages, assign new mailboxes.
- Admin Access: Dial-in access to record whisper messages and pick up voicemail.

Managing Numbers

In the Control Panel, click on the Numbers tab to manage your numbers. These are the elements of each number:

- Forward Number: This is where calls will be forwarded. Normally you'd use the same forwarding number for all your ads; however, you can assign a different number to each one if that works better for you.
- Whisper: this is the brief message that will play when you answer a call. This works best if it's just a few words that will quickly identify the ad for you. When you change this, it is recorded immediately by our text-to-speech system. You can record it yourself if you like, using the admin access process. You can eliminate the whisper message by setting the repeat count to zero in the "account information" page.
- Info: this is a fuller description of the ad, which will pop up on the web interface when this number is called.
- VM: the voice mailbox for this ad. You can use the same voice mail box for all ads, or create a separate one for each ad. You can record your own greetings as well as pick up voice messages by using the admin access process. To eliminate voicemail, set this to zero.
- Start, End, Cost: Enter the starting and ending date for this ad, and the total cost. This will enable TrackMyAd™ to show you costs per call and cost per result.

Using the Calls Screen

When you're ready to take calls, open up the "Calls" tab on your Control Panel. Every incoming call will pop up an information bar like this:

Until the call has been answered, the Agent ID will show as -1. Once an agent answers the call, you'll see the Agent ID update. So let's say you're Agent #1 and you take the call. You'll hear the whisper message "December Special", repeating until you put in your Agent ID by pressing "1" on your phone. You can control the number of times it will repeat before going to voicemail by going to the Account Info section of the My Account page.

Once you enter your Agent ID, The display updates like this:

You hear a beep and now you're connected to the caller. Now you can record the result of the call if you want, and that will enable TrackMyAd™ to track results per call and per agent. Click on the button for the call you're on, and the upper part of the screen fills in. Do this any time before the call terminates, and it will stay there even after you complete the call. If you need to go back after the call has completed, as long as you know the Call ID, you can fill that in and click "EDIT". The Call ID is shown on your phone when a call comes in.

Click on the button that best represents the outcome of the call, fill in any notes you like, and click "COMPLETE". That records the result and it will figure in to the stats for this ad.

Call History

In the lower part of the Calls screen is the Call History search form. If you want to search for calls to only some of your numbers, go to the Numbers screen and select the ones you want. Otherwise it will include all numbers. You can narrow down the search by specifying a start date, an end date, or the agent ID. The more information you put in to the search, the fewer calls you'll find. If you specify the Call ID, everything else is ignored and it just pulls up that particular call.

Call History:						
Select numbers from the Numbers page, if you want to narrow down the search.						
Start date:	End date:	Call ID: 51	*	Call From:	*	Agent:	*	Search

	Call ID Date+Time	Call From	Call To	Agent	Notes	Result
	51 2014-12-30 00:39:30	J Q PUBLIC 2125551212	8084646322 December Special	1 David	Asked about a frequent-guest discount. Loves the property, excited to get this deal.	won

If you want to add notes or otherwise edit the record for a call, fill in the Call ID up above in and click Edit.

To retrieve the recording for a call, click on the button in that call record, and you'll pop over to the Recordings screen.

	Call To	Call From	Date+Time	Duration
▶PLAY ⬇DOWNLOAD ✕DEL	8084646322 December Special	8C.83CE.52	2014-12-30 00:39:47	00:10:14
⌃ NEW SEARCH				

See the Recordings section for all the details on that.

Agents

The Agent ID setup enables you to track results per agent. On your "My Account" page, click on "Manage Agents".

Each agent has a numeric ID and a name. The ID is used to identify the agent on each call: when a call comes in, you hear the whisper message. When you're ready to take the call, you enter the Agent ID, you then hear a beep, and you're talking with the caller.

Once you have and ID assigned to each agent, you can then take advantage of the Agent Stats.

Recordings

To access the call recordings, go to the Recordings tab on the Control Panel. If you select some numbers first, it will automatically fill in the Numbers search field with those; otherwise it will search for recordings on all numbers.

The less information you fill in on the search page, the more results you'll get. You can narrow it down by selecting the caller's number, your TrackMyAd number, or the date of the call, or any combination of those.

If you're looking for the recording on a recent call, you'll find that it can take a few minutes before the recording becomes available on the site.

Once you've found the recordings you're looking for, click on the Play button to play the recording in your browser. You can download the sound file by clicking the Download button, or delete it with the Delete button.

Recordings are kept on our server for 60 days.

Stats

To view charts showing your results, go to the Stats page, and select which chart you want to see. Stats will be shown for all of your numbers by default. If you want to display only some of them, go to the Numbers page first and select which numbers you want.

FIll in the start and end dates you want to examine, or leave them both blank and you'll see results for the past 30 days.

The "Calls Per Ad" is the simplest, it shows you the count of calls you have received on each selected number.

Other stats displays:

- Calls, Minutes, Results
- Calls, Results, Costs
- Agent Stats

Calls, Minutes, Results

The "Calls Mins Results" button brings up a chart showing the count of calls, average call length, and the result score for each number you've selected. Here's an example:
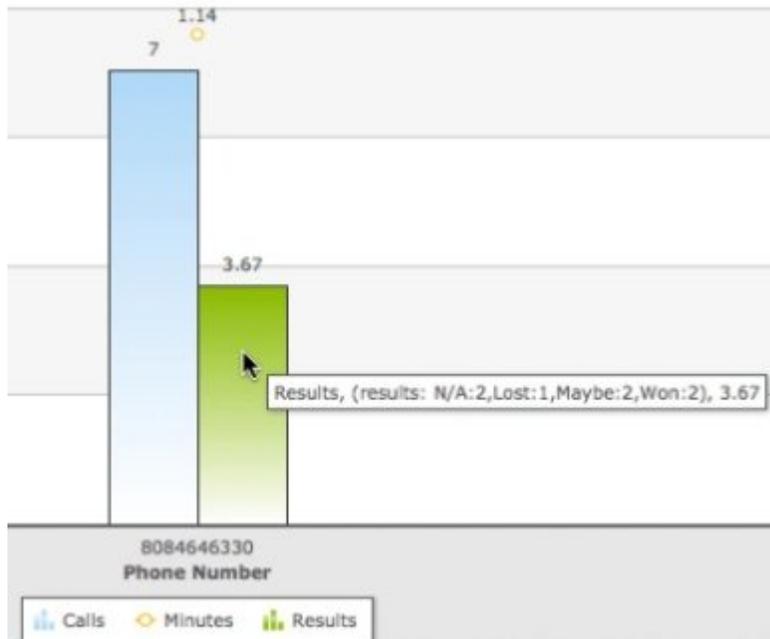
When you hover over the Results value, the tool-tip pops up showing the results that went into the calculation. In this example, there were a total of 7 calls. The results were:

- N/A: 2 calls (no result was posted)
- Lost: 1
- Maybe: 2
- Won: 2

The system scores results as follows:

- N/A: 0
- Lost: 1
- Maybe: 2
- Won: 3

TrackMyAd™ adds up the total points and calculates that as a percentage of the maximum possible, and shows that percentage of the total number of calls. So you can easily compare the two bars for Calls and Results and see how well this ad is performing for you.

Calls, Results, Costs

The Calls, Results, and Costs graph is similar to the Calls, Minutes, Results graph. It includes a calculated cost per call and cost per result. For example:


This graph shows the same calculation for results as in the previous example.. In addition, it shows the cost per call and cost per result. This is calculated as follows:

The total ad cost was given as $1,000 in the Numbers table. The system checks to see whether the entire run of the ad was competed before the end date of the stats display. If not, the cost is adjusted accordingly. In this case the full run was complete, so we take the full $1,000 as the cost of the ad. Dividing that by the number of calls, 7, gives the result for cost per call: $142.86.

The same logic is applied to calculating the cost per result. The value of the "result" calculation is 3.67. Divide $1,000 by 3.67 and that gives the cost per result: $272.48.

Agent Stats

The Agent Stats graph helps you analyze your results by agent. It shows the same information as the Calls, Minutes, Results graph, split out by agent:
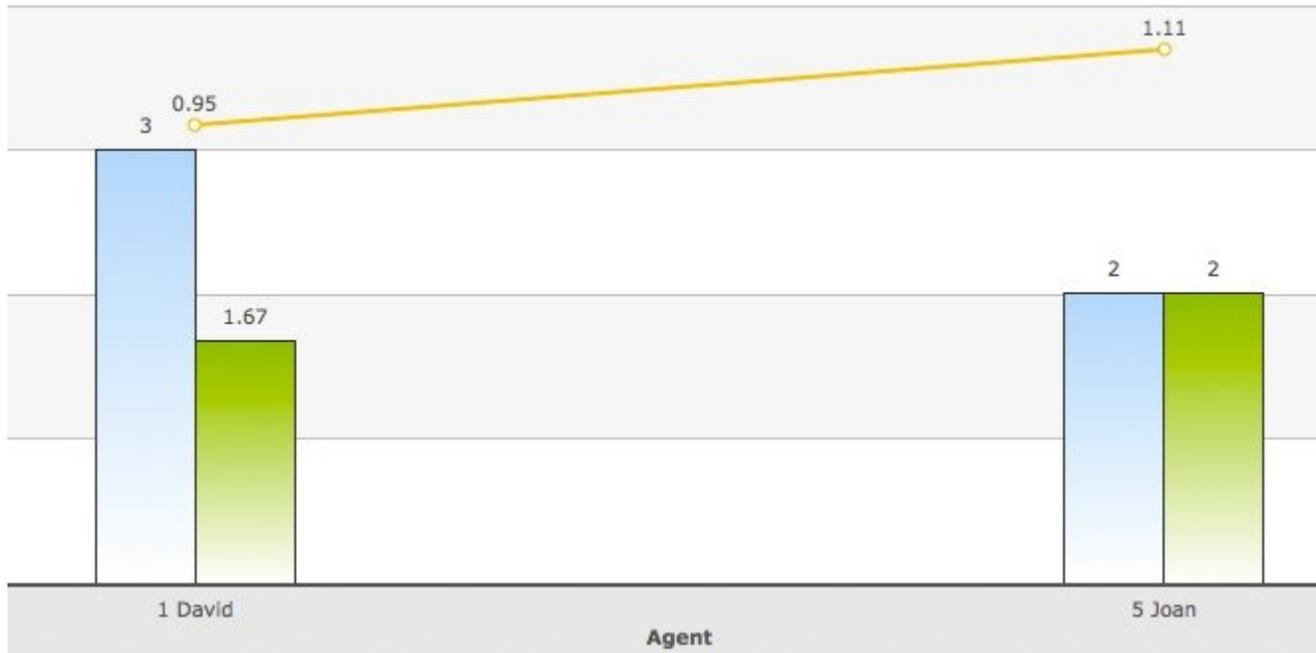
The number of calls in this example is not enough to draw any real conclusions from. If there were 700 calls instead of 7, with the same pattern, then you could make these observations:

- David took more calls than Joan, but had a smaller aggregate result.
- Joan spent more time on each call, on average

Using the Call History page, you can review all calls by agent, ad, or date and analyze your results more specifically. You can also link from there to the Call Recordings page to listen to the actual calls.

The full Agent Stats page also shows the count of calls that went to voicemail, and the count of unanswered calls.

Voice Mail

You can set up a separate voice mailbox for each of your numbers, or use the same one for all. By default, all numbers go to voice mailbox 100.

To change the voice mailbox for a number or a group of numbers, go to the Numbers screen.

Voice messages are sent to your email address, with a message that indicates which mailbox the message was left in.

You can track the number of calls that go to voicemail on the Agent Stats, even if you're not using Agent IDs.

Voice Mailbox Access

You can access your voice mailboxes by phone, to record your own greetings and pick up your messages. To reach the voice mail menu for one of your numbers, call that number from your "Forward-To" number.

For example, let's say one of your TrackMyAd numbers is (212) 555-1212. You have that number set to ring in on your office phone, (516) 444-4444. So, to reach the voice mailbox for this number, pick up your office phone and dial (212) 555-1212. Follow the prompt to access your voicemail.

Voicemail Settings

You can disable voicemail or change the timing before calls go to voicemail. To disable voicemail on a number, change the Voice Mailbox to 0 for that number. To do that, go to the "Numbers" tab on the "Control Panel" page.

To change the timing, go to the "Account Info" tab on the "My Account" page, and set the "Answer Timeout".

Admin Access

To access the Admin menu for any of your TrackMyAd numbers, call that number from its Forward-To number.

For example, let's say one of your TrackMyAd numbers is (212) 555-1212. You have that number set to ring in on your office phone, (516) 444-4444. So, to reach the voice mailbox for this number, pick up your office phone and dial (212) 555-1212.

The first option is "Record Whisper Message". Use this to replace the automatically-recorded message.

The second option is "Voice Mail". Use this to access the voice mailbox for this number. You can change the greeting or pick up your messages;; just follow the prompts.

My Account

The "My Account" section of the website gives you access to all the account-level settings for your Track My Ad account.

- **Add Numbers:** Acquire new phone numbers for your account. If we have them in inventory, your numbers will be active immediately. Otherwise it can take a few days so be sure to plan ahead!
- **Remove Numbers**: Delete numbers from your account when you're no longer using them.
- **Manage Agents:** Set up your agent IDs and names, for use in tracking calls and results per agent.
- **Change Plan**: You can change your TrackMyAd service plan any time.
- **Account Info**: Here's where you manage the details of call timing and forwarding, payment information, and contact information.

Under "Call Handling" in the "Account Info" section, you have these options:

- Record all calls – by default the system records all calls. Uncheck this box to disable call recording. This will also remove the initial message "This call may be recorded for quality assurance purposes".
- Forward to: this is the default number for forwarding calls, and it will be set on any new numbers you acquire.
- Answer Timeout: after this many seconds, unanswered calls will go to voicemail. If you have disabled voicemail by setting the voice mailbox to 0 for this number, then the call will just be put through anyway, so effectively that ignores this timeout.
- Whisper Repeat: the system will repeat the whisper message this many times, waiting for a key to be pressed. If no key is pressed after that many repetitions, the call will go to voicemail if enabled, or just be connected if not. If you set this repeat count to zero, the call will simply be connected without any whisper message.