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**FOR IMMEDIATE RELEASE**

**IFBYPHONE LINKS PHONE CALL DATA TO GOOGLE ANALYTICS**

*Data Mashup Solves the Problem of Tracking and Comparing  
Offline Sales Lead-Generation Effectiveness with Online Marketing Efforts*

**CHICAGO—Oct. 13, 2008**—[Ifbyphone](#), the innovative telephone application platform company, today announced that marketers will now be able to integrate direct-response call data with Web-based advertising information available from Google® Analytics\*, making it possible to gauge the overall effectiveness of a lead-generation campaign.

Ifbyphone CEO Irv Shapiro said, “We’ve now make it easy for any advertiser to track, trace and report a campaign’s specifically assigned telephone numbers that are published in ads and company literature, or aired on television and radio spots, and track calls in Google Analytics.”

Ifbyphone blends the call-detail data with Google Analytics Web-site statistics, creating a Marketing 2.0 “mashup” that enables marketing professionals to accurately measure the success of how well the ad pulled as part of an integrated marketing campaign. The resulting information provides marketers and ad agency executives with the results needed to evaluate where the telephone calls came from the same way Web-site and click-stream data is viewed with online campaigns, but now in a more complete “apples-to-apples” manner.

The new Ifbyphone integration for Google Analytics creates a pseudo Web page that is dynamically linked to the Smart Telephone Number assigned to an Ifbyphone customer’s account. Each time the phone rings, a page view is automatically counted by Google to provide advertisers with new insight from their inbound lead generation telephone activity in a far more comprehensive manner.

In addition to page views, each telephone number may also be associated with a Google tracking value for source, content, campaign, term and medium.

[Closed Loop Marketing](#), a Roseville, Calif., consultancy that specializes in search-engine marketing and conversion optimization, sees the Ifbyphone integration as a valuable tool for companies trying to get the most from their overall marketing campaigns.

“Many advertisers have been frustrated that they couldn’t track phone leads and sales the same way they track them on the Web. By integrating call data into Google Analytics, Ifbyphone has solved this problem,” said Lance Loveday, CEO of Closed Loop Marketing. “Advertisers with multiple sales channels will finally be able to judge the true performance of their campaigns at a very detailed level, which will ultimately allow them to spend their limited advertising dollars more intelligently.”

More information about Ifbyphone’s affordable suite of online telephony applications can be found at <http://public.ifbyphone.com/>.

\* Google and Google Analytics are trademarks of Google Inc. Ifbyphone is not affiliated with Google Inc. The Ifbyphone integration technology requires businesses to obtain a standard Google Analytics Account from Google Inc.

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## **About Ifbyphone**

Ifbyphone is a hosted telephone application platform company that provides small and medium-sized businesses (SMBs) an easy means to increase their customer conversations and drive sales—without the high cost and complexity typically associated with building interactive voice response systems. Leveraging Ifbyphone's extreme usability, web developers, interactive marketers and customer service professionals can quickly create everything from simple click-to-call links on Web pages and e-mail to sophisticated call-routing and interactive-marketing solutions-transforming telephones into powerful tools to increase leads, improve sales and enhance customer experience. Ifbyphone's solutions are available directly to SMBs and through a network of direct marketing resellers. For more information, [click to speak to a sales professional](#) or visit the [Ifbyphone Web site](#).