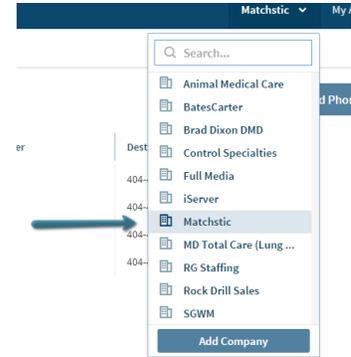


How to Use CallRail to Track Phone Calls from Specific AdWords Campaigns

To use this guide, you must already have your client and client's tracking phone numbers set up in CallRail.

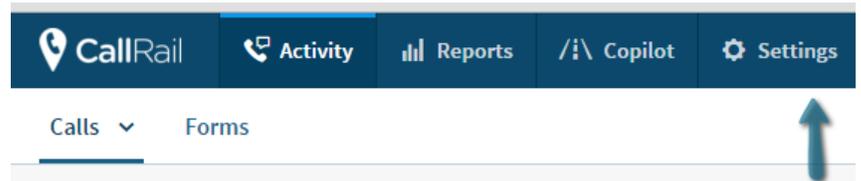
Step 1:

After logging into Full Media's Call Rail account, select your specific client from the drop down menu. This menu is located at the upper right-hand corner of the CallRail dashboard screen. In this example, we are selecting "Matchstic" as the client.



Step 2:

Next, you will need to go to the "Settings" section for your selected client. The Settings section can be found on the right-hand side of the top navigation bar in CallRail.



Step 3:

In the Settings screen, you should see a list of the active numbers associated with this client's CallRail account. Find the appropriate number that you have set-up to monitor a specific PPC campaign and edit that number. You can edit a specific phone number's settings by clicking the blue pencil on the right-hand side of the active numbers table.

4 Active Numbers

| Source Name | Source Type | Tracking Number | Destination | Status |
|-------------------------------|--|-----------------|--------------|--------|
| Direct Traffic | direct | 770-203-1236 | 404-446-1511 | Active |
| Google PPC - 2014 Campaign | Landing: utm_campaign=2014 | 770-203-1237 | 404-446-1511 | Active |
| Google PPC - Branded Campaign | Landing: utm_campaign=Branded_Campaign | 770-203-1238 | 404-446-1511 | Active |
| Organic Traffic | Organic Search | 770-203-1235 | 404-446-1511 | Active |

[+ Add Phone Number](#)

A screenshot of the "4 Active Numbers" table in the CallRail Settings screen. The table has five columns: Source Name, Source Type, Tracking Number, Destination, and Status. There are four rows of data. Each row has a blue pencil icon on the right side, indicating that the settings for that number can be edited. A blue arrow points to the pencil icon for the "Google PPC - 2014 Campaign" row.

Step 4:

Scroll down to section 3, "Dynamic Number Insertion." In this section, you want to select the option called "Landing Params." The blank on the right-hand side of the Landing Params option is where you will insert your "utm" code.

For example: *utm_campaign=2014* or *utm_campaign=matchstick_branded*. There is no need to start your utm code with a "?" (question mark) in this field and always use "_" (underscore) in place of spaces in the campaign name.

3 Dynamic Number Insertion

Automatically detect how visitors find your website and display the appropriate tracking phone number.

Swap target [What is a swap target?](#)

404-446-1511

Tracking Source

Search Visitors from for search

Web Referrals Visitors from

Landing URL Visitors who land on

Landing Params Visitors to a landing page containing

Direct Visitors without a referring website

Offline No dynamic number swapping

Always Swap Show the tracking number to all visitors, regardless of source

Step 5:

Now you have CallRail completely set up! Be sure to scroll down to the bottom of the page and select "Save Number" to save your changes. For the next and final step, you will need to log in to your client's AdWords account or Full Media's PPC management account.

Save Number

Step 6:

In AdWords, you will need to add the same utm tracking code that you entered into CallRail to all final URLs within the campaign you want to track. In the final URL box for each text ad, you should have your landing page URL, a question mark (?), and then your utm code from CallRail.

For example, if the utm code from CallRail was *utm_campaign=2014* and our text ad landing page was *www.fullmedia.com*, then our final URL in AdWords would be:
www.fullmedia.com?utm_campaign=2014

ATL Brand Management

Brand Strategy & Inspired Design

We Ignite Passionate Brands

www.Matchstic.com/Brand-Management

Mobile ?

http:// matchstic.com?utm_campaign=2014

URLs for mobile ?

Ad URL options (advanced) ?

Your edited ad will be reviewed by Google, and might not run until that review is complete. We review most ads within 1 business day. [Learn more](#)

Save Cancel

Side ad

ATL Brand Management

www.matchstic.com/Brand-Management

Brand Strategy & Inspired Design

We Ignite Passionate Brands

Top ad

ATL Brand Management

www.matchstic.com/Brand-Management

Brand Strategy & Inspired Design

We Ignite Passionate Brands

Step 7:

Sit back and watch your client get tons of valuable phone call leads that you can now track back to specific campaigns within AdWords!

