Google Ads integration

Remove the blind spots in your ROI reporting and take your campaigns to the next level
Get the true picture on conversions from Google Ads - including phone sales

Call Intelligence from ResponseTap provides visibility of each customer’s journey, including every marketing touchpoint they’ve interacted with at any point.

With Google Ads integration you can see, via our Insight Hub, which specific PPC campaigns and keywords led to each call. And because it’s connected to the call log you can drill right down to those magic ads that are resulting in higher quality calls.

An increase in conversions and average order values

The results?

More accurate Google Ads optimization - based on evidence

A full understanding of Google campaign success

Calls matter

UP TO 15x

“Calls convert 10-15x better than web leads”

70%

“70% of consumers feel more confident being able to phone a company”

Google Ads | Integration
Google Ads integration via the Insight Hub

See which campaigns, ad groups and keywords drive calls

Discover the difference in performance in your match types
Spot the best calls and how they were generated

See which calls have been assisted by PPC

Listen to any call to identify phrases customers are using to test and improve campaigns
All the data you need, inside Google Ads

As well as integrating the rich data into Insight Hub, we also share it straight into your Google Ads account - so when you're optimizing within Google Ads you have all the conversion information you need right in front of you.

Improve your Google Ads campaign ROI with Call Intelligence

Report on the entire customer journey from keyword to call.

Google Ads integration can be set up in just ten minutes. See it in action with a quick demo:

responsetap.com/demo/