

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.

The results?



A full understanding of Google campaign success



More accurate Google Ads optimization - based on evidence



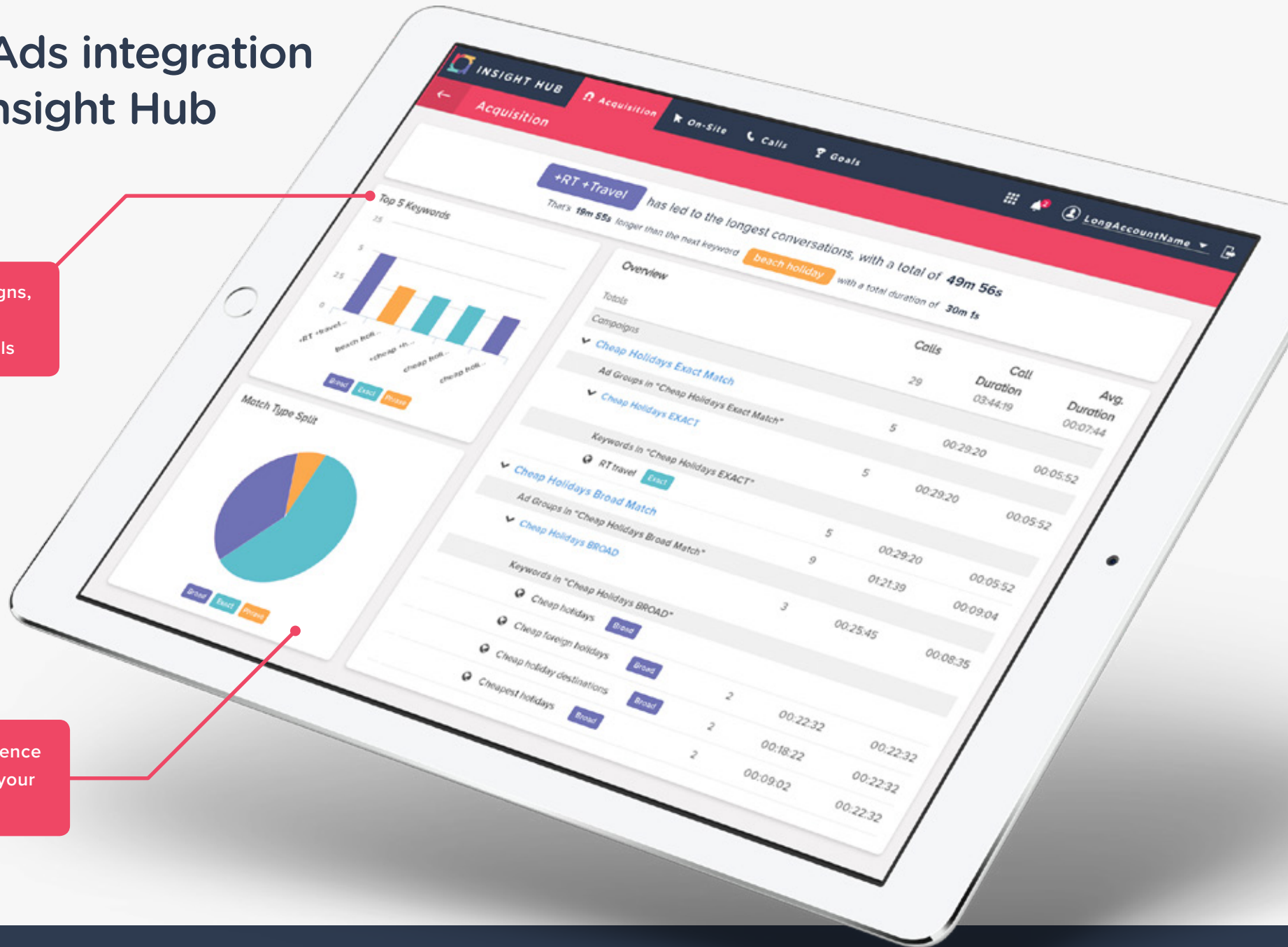
An increase in conversions and average order values

Calls matter

<p>UP TO 15x</p> <p>"Calls convert 10-15x better than web leads"</p> <p>BIA Kelsey</p>	<p>70%</p> <p>"70% of consumers feel more confident being able to phone a company"</p> <p>Google</p>
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Google Ads integration via the Insight Hub

See which campaigns, ad groups and keywords drive calls

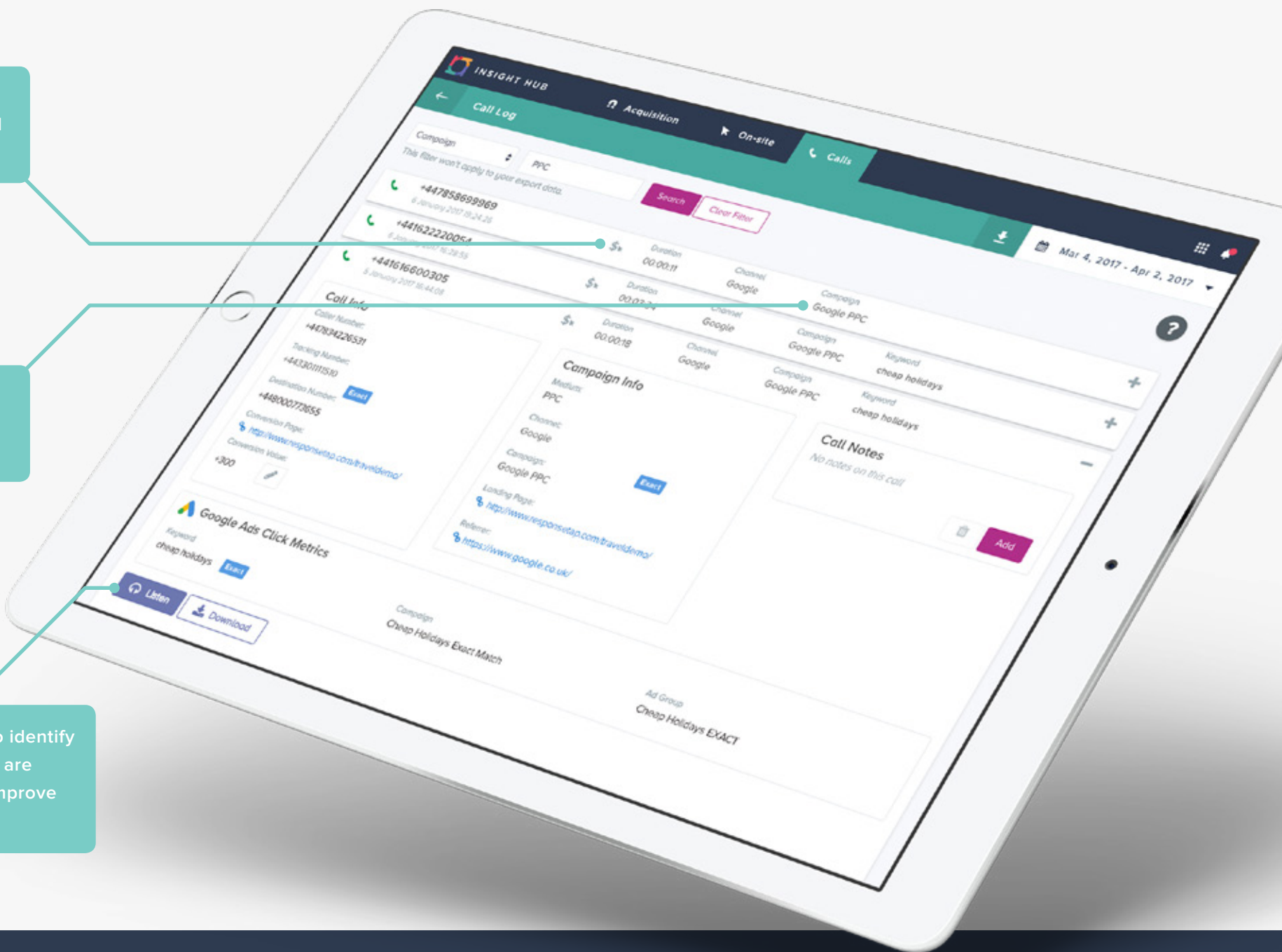


Discover the difference in performance in your match types

See which calls have been assisted by PPC

Spot the best calls and how they were generated

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/