A person is holding a white smartphone. A colorful line graphic, composed of red, blue, teal, and yellow segments, curves around the phone. In the bottom right corner, there is a circular icon containing a yellow bar chart with three bars of increasing height.

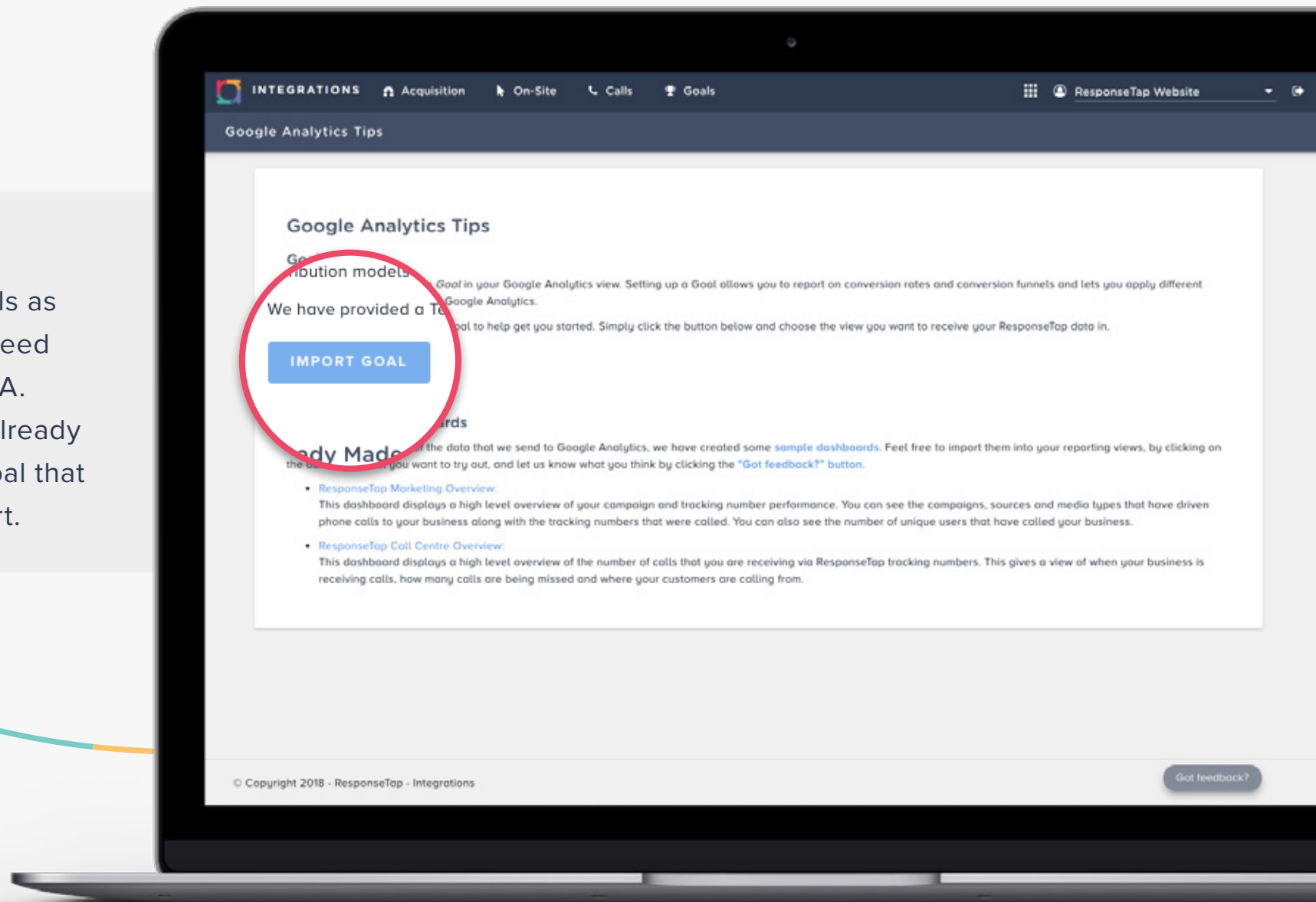
Google Analytics Integration

Integrate ResponseTap
with Google Analytics to
remove the data blind spot

Getting started

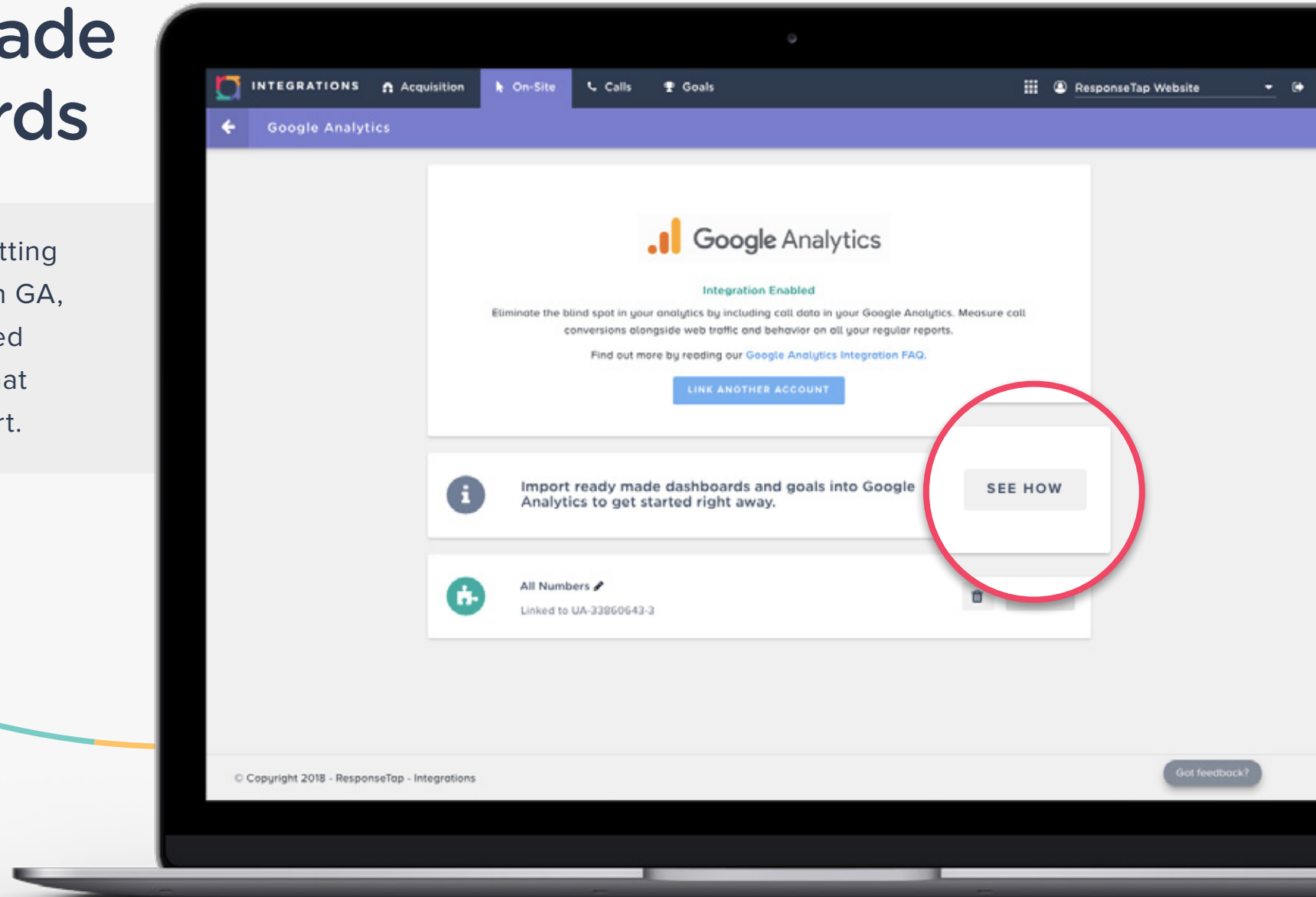
Import goal

In order to count calls as conversions, you'll need to set up a goal in GA. Don't worry, we've already set up a template goal that you can easily import.



Ready made dashboards

Don't spend time setting up custom reports in GA, we've already created some dashboards that you can easily import.



ResponseTap Marketing Overview

16 Mar 2018 - 22 Mar 2018

+ Add Widget | Share | Email | Export

Customise Dashboard | Delete Dashboard

Total Calls

2,382

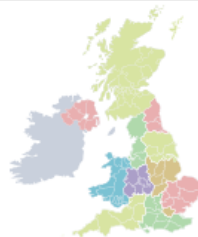
% of Total: 15.55% (15,141)



Calls to Tracking Number

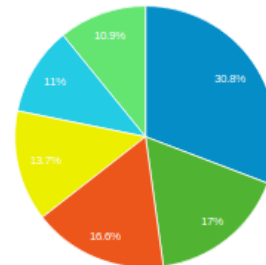
Event Label	Total Events
Booking conf email	292
Destination guides	242
FAQs	219
Holiday affiliate	134
Brand listing Google	131
Facebook banner	118
Competition	79
Brand listing Bing	36
Radio Liverpool	31
Radio Manchester	30

Call Locations



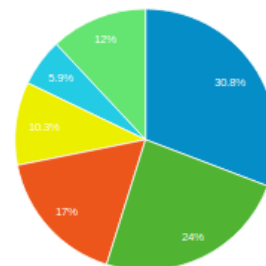
Phone Calls by Source/Medium

PPC Organic search Display Social Referred Radio



Phone Calls by Campaign

Google PPC Direct Traffic Google organic search Facebook advert Holiday affiliate North West campaign



Unique Callers

2,210

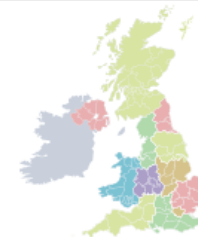
% of Total: 15.67% (15,029)



Unique Callers to Tracking Number

Event Label	Users
Booking conf email	292
Destination guides	242
FAQs	219
Holiday affiliate	134
Brand listing Google	131
Facebook banner	118
Competition	79
Brand listing Bing	36
Radio Liverpool	31
Radio Manchester	30

Unique Caller Locations



ResponseTap Call Centre Overview

16 Mar 2018 - 22 Mar 2018

+ Add Widget | Share | Email | Export

Customise Dashboard | Delete Dashboard

All Users
100.00% Sessions

+ Add Segment

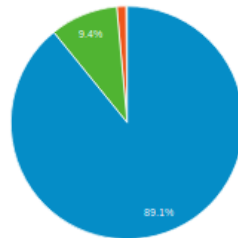
Total Calls

2,382

% of Total: 15.55% (15,141)

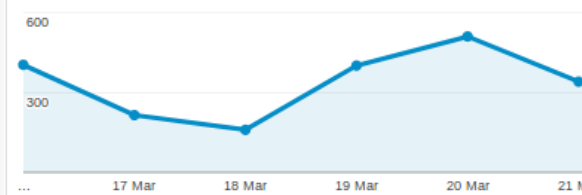
Call Dispositions

answered no answer busy failed



Call Timeline

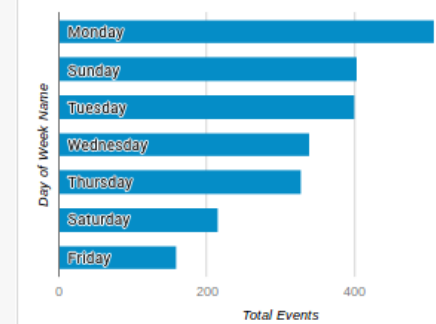
Total Events



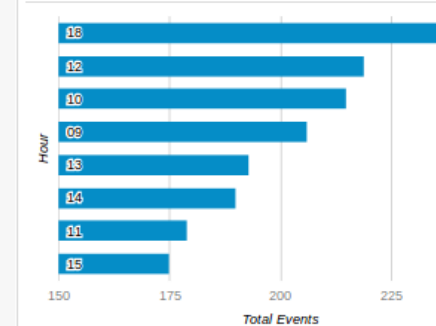
Calls & Callers by Tracking Number

Event Label	Total Events	Users
Booking conf email	292	292
Destination guides	242	242
FAQs	219	219
Holiday affiliate	134	134
Brand listing Google	131	131

Calls by Day

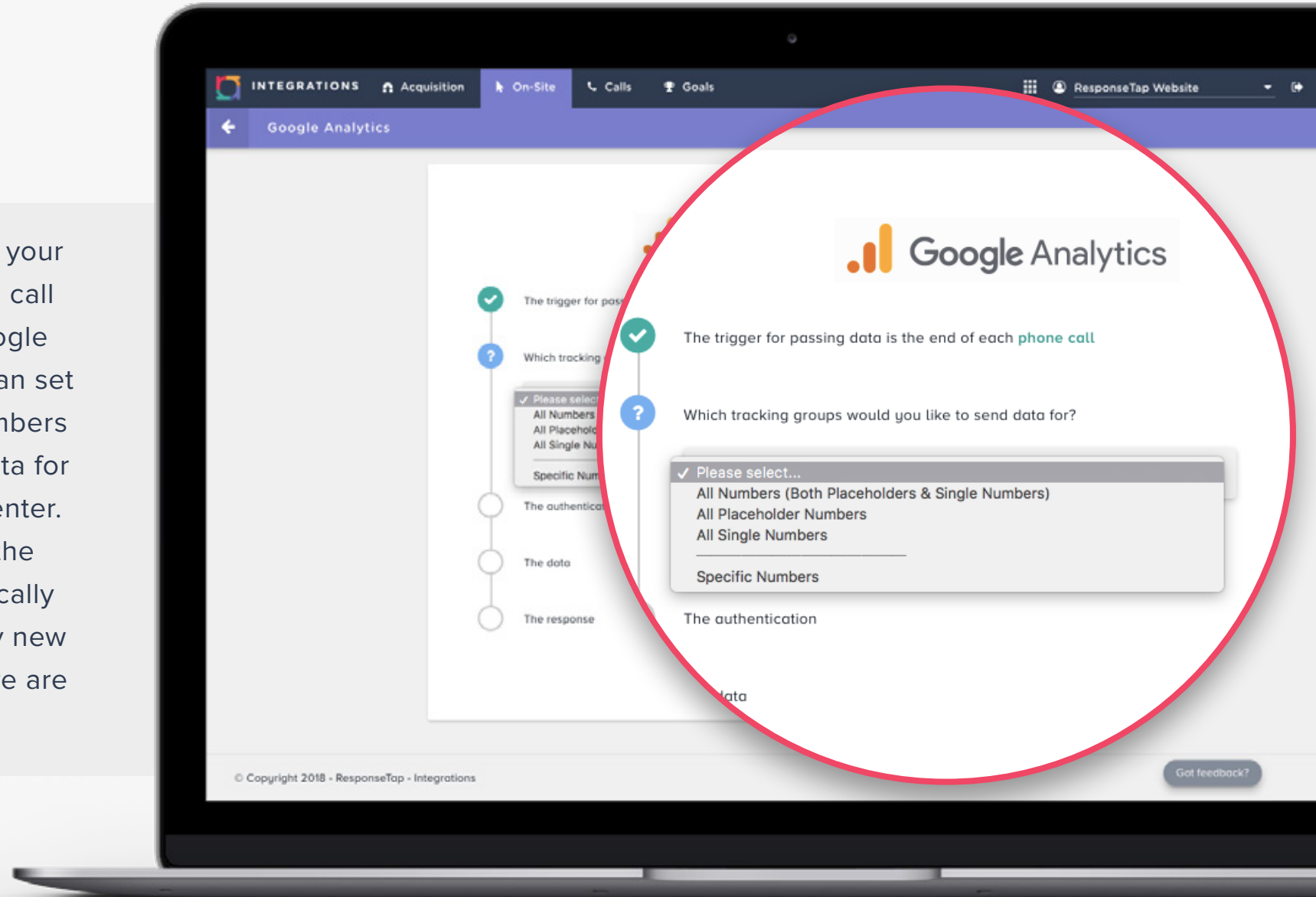


Calls by Time of Day



Did you know?

By default, not all of your ResponseTap phone call data is sent into Google Analytics. But you can set up which phone numbers you want to send data for in the Integration Center. Or you can change the settings to automatically send all data, so any new numbers in the future are included.



What's new?

Because you're used to the language and logic that Google uses, we've made a few changes to our own categorization and logic so they more closely reflect Google's products. You'll now see 'page view' when a user navigates to a page on your website - and we're now grouping page views with traffic sources into 'sessions', which we'll be reporting on as part of the newly formed visitor history report.

Visit the Integration Center to integrate to Google Analytics, check your settings, import ready made dashboards.

dashboard.responsetap.com/app/integrations/