

Call Attribution and Conversion Software for Digital Marketers Doing SEO, Keyword, Pay-per-Call Campaigns



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CEOCFO Magazine

“DialogTech was created to reduce the friction between customers and brands. Our goal is to allow humans to interact how they want with companies while helping marketers take back control of the customer journey.”- Irv Shapiro

CEOCFO: *Mr. Shapiro, according to your site' great companies are built with great conversations. Great conversations are built with DialogTech®.' How so?*

Mr. Shapiro: We help companies deliver human connections in a digital world. Over the last 15 to 20 years' technologists have driven businesses forward to ecommerce, saying that everything should be self-service and if you cannot drop it into a shopping cart, then you should not buy it. However, it's interesting that all statistics about ecommerce are self relative. So, we talk about ecommerce growing at 25%, 50% and 100% year over year but what we do not talk about is that ecommerce is still less than 10% of our economy. That means that the other 90% is left with two options. They are either walking into a physical office or store or they are talking to someone over a device; normally a telephone. DialogTech was created to reduce the friction between customers and brands. Our goal is to allow humans to interact how they want with companies while helping marketers take back control of the customer journey.

CEOCFO: *Has it been holding steady at 10% on ecommerce?*

Mr. Shapiro: Yes. In fact, this last year it was about 7.9% and it has never exceeded 10%. It may grow another 25% but even that is only another few points. Let's assume that in the future, 10 years, 15 years, 20 years from now, it is 50% of our economy. We will still need to service those people that would prefer a human to human interaction, the other 50%.

CEOCFO: *Where does DialogTech come in? How does it work?*

Mr. Shapiro: The driving force for marketing executives to move to digital marketing and ecommerce is that it is measurable. Going back to the Don Draper days of marketing and advertising, when you ran an ad you might have an idea of how many people saw it but there was no direct way to measure the impact that ad had on your business. If you saw an increase in business, you'd assume the ad was working. If business did not go up, you'd assume it wasn't working. However, if you ran five ads you'd have no way to know which ads were working and which weren't. This dilemma is what led to the famous quote, "Half the money I spend on advertising is wasted; the trouble is I don't know which half."

Fast forward 15-20 years and marketers have the ability to pay Google for an ad click when someone completes a search query. As a marketer, when someone clicks on your link you know exactly what they did and are able to measure their journey from first click until they reach your business. You now know what ads are working and the steps your customers take after the first click. Maybe they visit your website, click to a different page, and finally fill in the contact form. You can

now go to your CEO and say, “I know exactly what is working and if you give me another \$125,000 I can generate \$250,000 worth of new business.” It was measurable and predictable.

Let's assume that same customer is on your website but instead of filling in a contact form they break the rules and pick up a phone and call you. As far as the marketing team is concerned, they fell into a big, black hole, because the marketing automation software and the ad tech software does not know what happened. DialogTech plugs that hole by providing the same quality and quantity of information about engagements that happen over the phone as engagements that happen online.

CEOCFO: *Are you surprised that companies need to see that attribution to realize that it is important to talk to customers where and how they want in a way that they want?*

Mr. Shapiro: Companies know that they need to talk to customers, but they don't always like it because it is unpredictable. It is unpredictable for a variety of reasons. Number one, without using DialogTech's technology they do not know what ads are driving people to call, so they don't know where to spend money and rampantly spending money seems foolish. The second reason, and for many large companies this is even a bigger problem, they don't know what number to put in the ad or even what number to place on their website. Therefore, they don't include any number. But what ends up happening is the customer finally lands on the “About” page and because they are so frustrated that they just want to talk to somebody, they call the number listed on that page and end up speaking with someone in investor relations.

Typically, the offline channel of phone calls has been owned by call centers so marketers who are building the digital customer experience, mobile ads, and other marketing collateral would not provide numbers because they did not have them. They believed calls belonged to the call center. The call center, on the other hand, also wants to maintain control and does not want ads running with their number that will lead to a burst in calls when they might not be properly staffed. DialogTech bridges the gap between the marketers and call center and gives companies the same control around the human experience as around the digital experience. By doing this, companies are able to embrace the humanity of their customers.

CEOCFO: *How does DialogTech work? I finally get a phone number and I make a call. Where does DialogTech start? What do you capture and how?*

Mr. Shapiro: For online engagement, meaning you are on a device, a mobile device or on a website sitting at home; we start with a little bit of technical magic. When you go to a website you probably assume that everyone is seeing the same phone number but if that website is using DialogTech's technology, like many of the world's largest auto manufacturers, healthcare providers, insurance companies and paid educational institutions, you are going to see a telephone number that is unique to you and your visit. Now, if a company has tens of thousands, hundreds of thousands or even more visitors to their website every day, we would rapidly run out of telephone numbers. Therefore instead, as soon as you call that number our technology takes advantage of the fact that your mobile number is unique and probably has not changed for years.

When is the last time you changed your cell phone telephone number? Not your phone, not your carrier; your cell phone number.

CEOCFO: *Twenty years?*

Mr. Shapiro: So in your pocket, every day, you are carrying the holy grail of unique identifiers, that in fact is generally public information; a telephone number. We take your phone number and combine it with the phone number you called and together that creates a unique identifier. As soon as we create that unique identifier we can reuse the same phone number for a new session. We dynamically insert phone numbers into websites, mobile websites and applications.

We also collect information on your journey in the same way that Google Analytics, Adobe Analytics, or HubSpot collects information. When you call we know the keywords you searched, the pages you visited, how long you were on those pages and we use that information to do something that nearly every consumer appreciates. By gathering all of this information prior to a phone call, we are able to better route your call to the right person and do that as quickly as possible without having to talk to a dozen people in between. I'll give you an example, let's say you are an industrial customer in Oklahoma shopping for high pressure water pumps. We know what you have been looking at, so we are going to connect your call to the salesperson that covers Oklahoma City for high pressure water pumps used in natural gas exploration and that will happen automatically.

The first thing we do is we provide the company with information about the media, the ads, the web pages and the apps that drive calls. The second thing we do is help the consumer connect with the right person within the company as quickly as possible. Now, there is a third thing that we offer that is optional but many of our customers use it. In the third case you will hear a recording that says, "Your call may be recorded for quality purposes," in which case we record and transcribe the call. Now we have three sets of information. We know the ads you were viewing, we know information about you as a caller such as your general location and through CRM integrations we know if you are a current customer of the business, and finally, we know who you were talking to and the actual words in the conversation.

After extracting out any personal information from the transcripts and recordings, we put the rest of the information into a data repository and we provide our customers with a tool called Conversation Insight that lets them explore your journey. So, for example, our customers could see which ads are driving people to call and speak with salespeople and what words are being used most frequently and use them in future ad copy. By providing marketers with this information up front the process is smoother for the customer and for the business. Marketers can use these insights to bid in AdWords on words used by their customers. Or they can find out which of their salespeople close business more often than others and hear the differences in their conversations. We provide data and analytics to the marketing team that ultimately helps them reduce cost, optimize bidding strategies, create the right content and help the sales team improve the customer experience.

CEOCFO: *That is very impressive! What has been the reception? How could a company resist?*

Mr. Shapiro: Companies resist because for fifteen years the best practice has been to drive people to form fills, to reduce personnel cost, to shutdown call centers and not talk to your customers. In essence though, there is quite a revolution occurring. That revolution was started by Steve Jobs. When Steve Jobs released the iPhone the magic was not the touch screen. It was not that there was no keyboard. It was not that it was pretty. The magic was that for the first time you had a browser on a phone that worked, where you could go to any website that did not have flash on it and you could look at that website and it would look right.

That opened up the world of the mobile device, what we call smartphones today, which is effectively ubiquitous. And in turn, the world of smartphones opened up to marketers. Marketers can advertise on smartphones. In fact, just last year we crossed a very interesting tipping point where over 50% of digital ad spend was targeting mobile devices. When you are looking at a website on a mobile device and want more information you can bang in a contact form with your thumbs. However, most people, even my kids who are really good at typing with their thumbs, are not interested in doing that. Instead, if there is a phone number anywhere on that page you tap that phone number and call the company direct. Google makes it even easier with phone numbers that pop up, which are called Google Call Extensions. Now, all of a sudden you are jumping out of that marketing funnel that is well defined and placing a call.

The challenge is that if I go to the CMO of a major corporation, one of their first reactions would be, that they do not need to measure phone calls because the people calling are the same people that are filling out the contact form and that is already being measured. Unfortunately, the behavior of a caller is different from the behavior of someone filling in a form.

For example, a leading provider of personalized tutoring with hundreds of locations in the United States, found that the majority of their closed tutoring engagements involved a phone call and that the marketing path, the keywords and landing pages that drove phone calls, were very different than the landing pages and the keywords that drove contact form submissions.

The reason for a phone call over a form fill often times is urgency. When you are browsing the web and you fill in a contact form you assume that someone will get back to you in the next day or two. When you have, a child in this case, and they are struggling with math, you want to find someone as soon as possible so you call. Your path through the process is very different.

CEOCFO: *How might your DialogTech for Display you are introducing change people's minds?*

Mr. Shapiro: There has been an explosion of display ads on mobile devices. These ads are attempting to influence someone about a future purchase yet do not have a call to action. A good example of this is retargeting. Retargeting is the phenomena that when you visit a company's website and for the next 10 days, 15 days, 30 days or more, you suddenly start to see a lot of ads for that company and you don't remember seeing an ad for that company ever before. Retargeting is designed to influence behaviors, not to drive an action. The problem is that advertisers and marketers have no way to know if it works. What we have done is integrated our technology with the display technology that places these ads and in doing that we have enabled companies to measure what is called view through. We are providing marketers with data that

shows how display ads influence their customers. Marketers can see what retargeted ads their customers saw, how it influenced their overall customer journey and what their customers next steps were after seeing the ad. We are integrating that secondary component of digital media, which is in essence like a television commercial. It is capturing how behavior is influenced to provide a complete picture of your customer journey.

CEO CFO: Are you funded for the next steps? Are you looking for partners or investors?

Mr. Shapiro: \$60 million has been invested in our company from the venture and growth equity financial community. We are currently cash flow positive and do not need additional funds to grow. We have the ability to grow with internal financing and traditional banking lines of credit.

CEO CFO: Are there companies with the depth of what you do? What is the competitive landscape?

Mr. Shapiro: The competitive landscape has two tiers. If a major auto manufacturer, many of which are our customers, decides to measure call attribution, they will need to work with a company that is able to handle the massive amount of data, visitors, and calls they produce and also has the ability to grow with them. We are the largest player in the call attribution and routing space with the advanced technology that enterprises depend on. A small company does not have the infrastructure, the capacity or the sophistication to do that. There are two or three other companies with this capacity.

In addition, there are probably another 10+ smaller players that range from a tenth of our size to maybe a quarter of our size, that have the ability to service the needs of an SMB or small/mid market company. In general, the smaller players only do the call attribution piece and do not have the ability to do the sophisticated routing, the recording, the transcription and the analytics on the back end.

CEO CFO: Why choose DialogTech?

Mr. Shapiro: People should choose DialogTech because they believe in humanity. They believe that if they talk to their customers their business will grow and DialogTech will help make it easy for marketing teams and sales team to engage in those dialogs.

