



Dynamic Number Insertion Quick Start Guide

March 2018

telmetrics[®]

📞 (800) 242-1690

About Dynamic Number Insertion (DNI)

The purpose of this quick-start guide is to walk you through the steps required to dynamically insert call tracking numbers on your website or landing page and you may need to refer to this guide when creating a new ad. DNI is the most flexible and cost-effective option for tracking calls generated by your website or landing pages.

Once you have set up DNI to meet your tracking and analytics goals, we will provide you with a JavaScript snippet to insert on your website and that will allow you to track calls and texts from any source and at any level of granularity.

The first section will walk you through the steps needed to set up DNI, while sections 2 through 4 offer more detailed instructions on number pools, rules and installing DNI on your website.

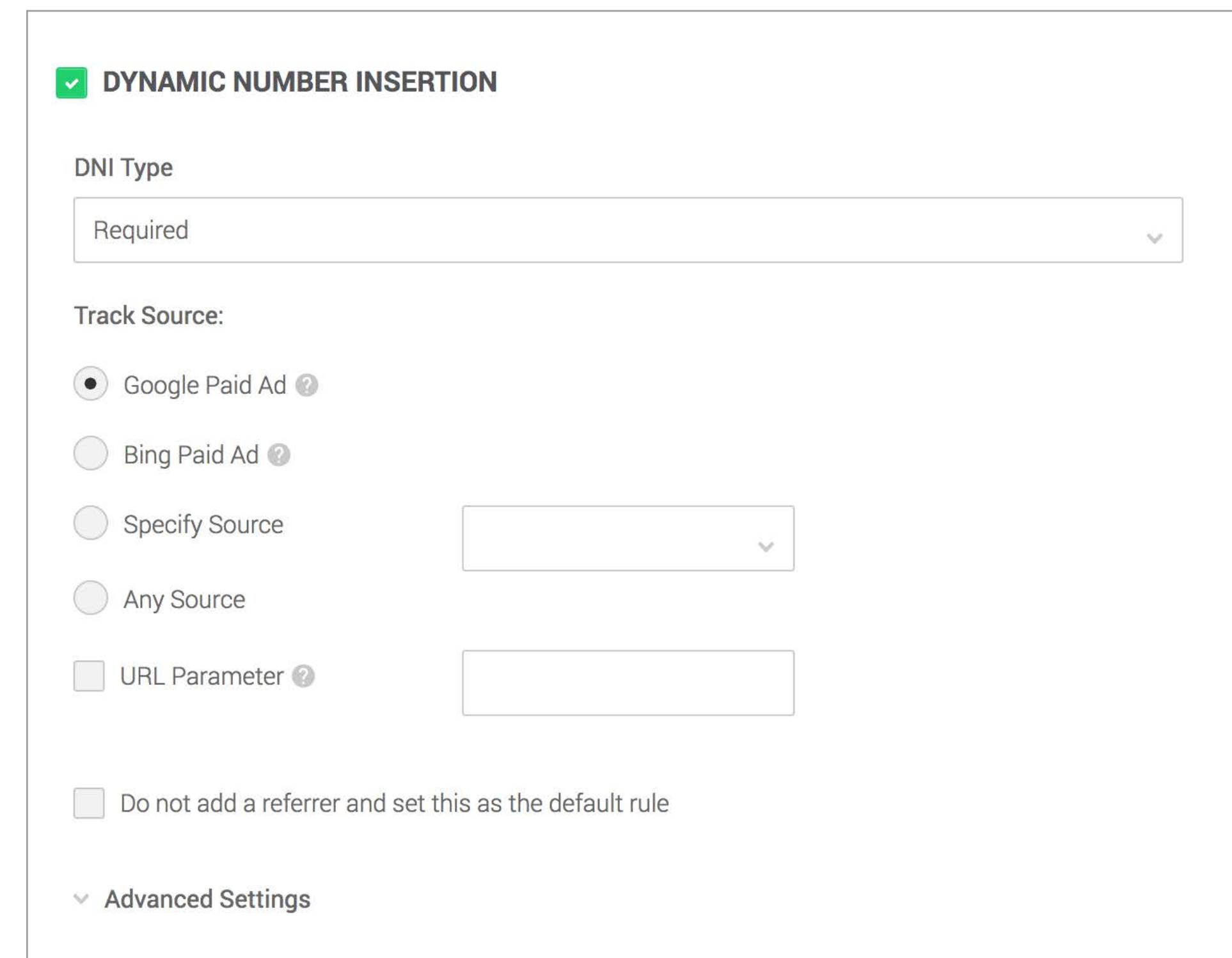
1. Setting up Dynamic Number Insertion
2. Creating and Setting up a Number Pool
3. Setting up Rules
4. Installing Dynamic Number Insertion on Your Website

For a more in-depth explanation of what DNI is and what it can do for you, read ['The Ultimate Guide for Lead Attribution'](#).

Before you get started, log in to your account on the [Telmetrics dashboard](#) with your user name and password.

Setting up Dynamic Number Insertion

Before you can set up Dynamic Number Insertion (DNI), you will need to start the process for creating a new ad and have it enabled for your account. These instructions start in the first screen- **'Ad Details – Step 1 of 4'**. For detailed instructions on creating a new ad, see ['Creating a New Ad: Quick Start Guide'](#).



The screenshot shows a form titled 'DYNAMIC NUMBER INSERTION' with a green checkmark icon. Below the title, there is a 'DNI Type' dropdown menu currently set to 'Required'. Underneath, the 'Track Source' section has several radio button options: 'Google Paid Ad' (selected), 'Bing Paid Ad', 'Specify Source' (with a dropdown menu), and 'Any Source'. There are also two checkboxes: 'URL Parameter' (unchecked) and 'Do not add a referrer and set this as the default rule' (unchecked). At the bottom, there is a link for 'Advanced Settings'.

1. Click the checkbox beside 'Dynamic Number Insertion.' Once selected, the field will expand and prompt you to set up the following fields:

- DNI Type
- Track Source

2. Choose either 'Keyword/Campaign' or 'Channel'.

'Keyword/Campaign' attribution allows you to create a pool of tracking numbers that can provide attribution down to the keyword level for visitors to your website.

Choose this option for the most granular reporting. For detailed instructions on viewing or modifying your number pool, or to create a new number pool, see 'Managing Pools'.

'**Channel**' attribution allows you to track calls according to the source or marketing channel using a single number for each one. For detailed instructions on how to create and configure a tracking number, please see our 'Ordering Tracking Numbers: Quick Start Guide'.

3. Choose one of the sources under 'Track Source' to determine when DNI will replace a phone number on your website with a tracking number.

a. For example, if you selected '**Google Paid Ad**', only the website or landing page visitors that came from an AdWords ad will cause the phone number to be replaced.

b. If you are using a referrer other than Bing or Google paid ads, select '**Specify Source**' and choose a source from the dropdown or fill in a specific '**URL Parameter**'.

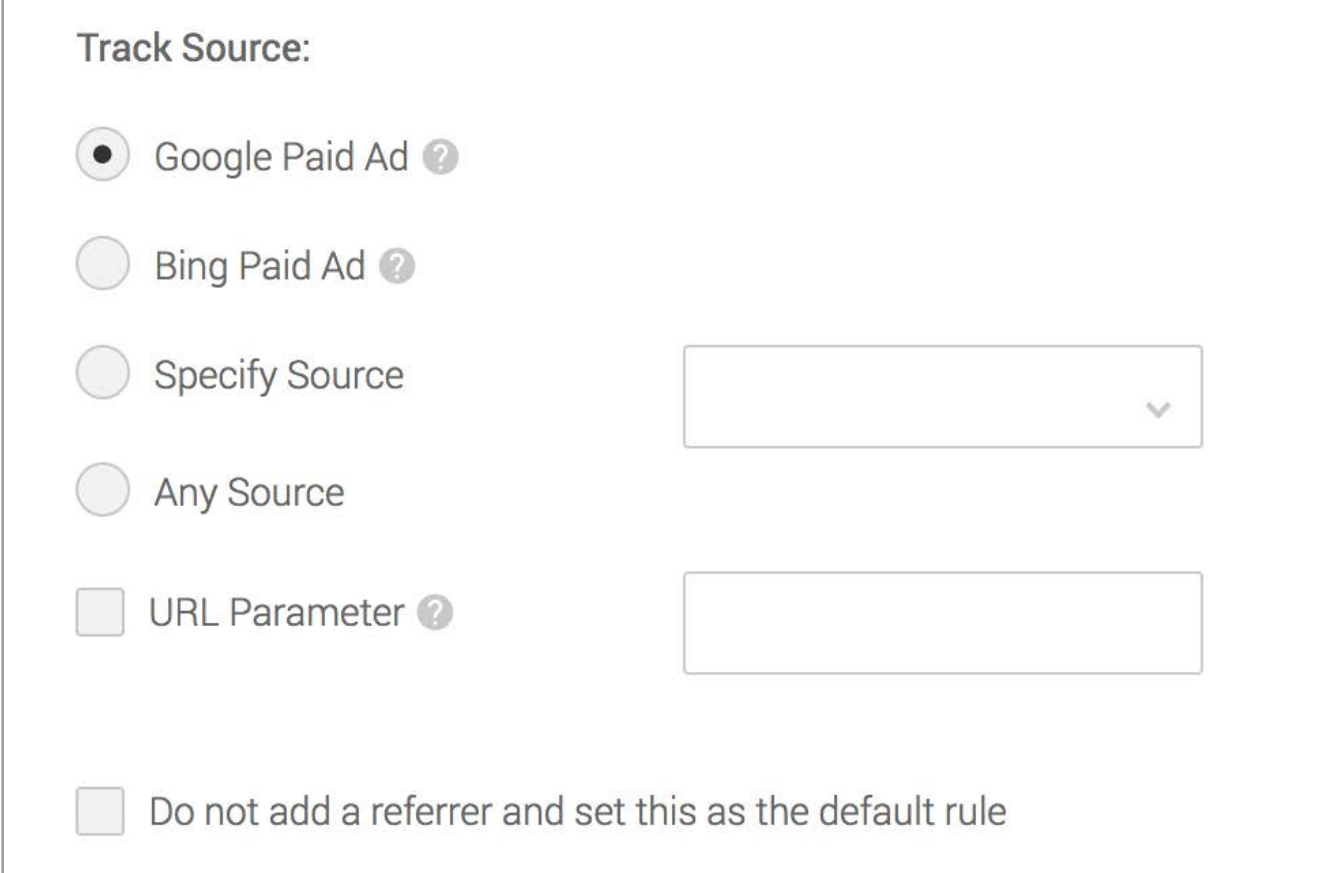
c. Select 'Any Source' to track visits from multiple channels. You can also use this option for your customized tracking URLs under '**URL Parameter**'.

d. Select '**Do not add a referrer and set this as the default rule**' if you would like to track all sources and make this the default.

4. Click 'Save & Continue' and finish the steps to create your ad. The 'General Ad Information' screen will appear with a summary of all of your DNI settings and your JavaScript snippet.

5. Copy the JavaScript snippet from your 'General Ad Information' screen by clicking on 'Copy to clipboard'.

6. Insert the JavaScript snippet on all of your landing pages or website pages where you want DNI to replace phone numbers. For detailed instructions on inserting the JavaScript snippet, see '**Installing Dynamic Number Insertion on Your Website**'.



The screenshot shows a form titled "Track Source:" with several radio button options and two text input fields. The "Google Paid Ad" option is selected. The "Specify Source" option is accompanied by a dropdown menu. The "URL Parameter" option is accompanied by a text input field. The "Do not add a referrer and set this as the default rule" option is at the bottom.

Track Source:

- Google Paid Ad ?
- Bing Paid Ad ?
- Specify Source
- Any Source
- URL Parameter ?
- Do not add a referrer and set this as the default rule

Creating and Setting up a Number Pool

Number pools are used for Keyword/Campaign attribution and are set up when you create a new ad. Use this section for detailed instructions on how to set up a number pool. If you need to know how to set up an ad, see ['Creating a New Ad: Quick Start Guide'](#), which will walk you through the process. You can also edit your number pools at any time by clicking on **'Manage Ads'** and then on the specific ad.

1. Provide a name for your pool under 'Pool Name', once on the 'Number Pool Details' screen. It's generally a best practice to identify the purpose of the pool.
2. Insert the final destination number, your main business line for example, under 'Termination Number'. You will then be prompted to set up the number pool details.
3. Select 'Local' or 'Toll-free.'
4. Click 'SmartNumber™' if you need to send and receive text messages. Before you can enable text messages, it will have to be enabled for you account.
5. Use 'Exact Match Filter' (optional) to find a tracking number in a specific area code ('NPA') or down to the prefix level ('NXX').
6. Under 'Local Number Filters,' you must filter your search through 'local to specific number' or geographic area.
 - a. Select 'Local to Specific Number' to find tracking numbers that will be local calls to your destination number.
 - b. Select 'In Specific Rate Center' to find tracking numbers that are local to a geographic area.
7. Define a 'Match Period' for your pool. This is the window of time that decides how long to wait for a call or text after a visitor lands on your webpage with a tracking number. It often varies depending on the industry. See 'Setting a Match Period' below for more information.
8. Choose how many numbers you will need in your number pool under 'Quantity of Numbers to Add'. For more information on how to choose the right quantity, see 'Choosing Your Pool Size' below.

Setting Your Match Period

The match period is set based on how long a visitor typically spends on your website before completing an action. You can use Google Analytics to find out this information or another website traffic tool. See **'Dynamic Number Insertion: Best Practices'**, for detailed instructions on how to determine visit duration.

This duration often varies based on the vertical. For example, a visitor to a taxi cab company's website may be active on the site for less than 3 minutes before making a phone call, while a visitor to a law firm's website may spend 30 minutes or longer researching before making a phone call or sending a text.

Choosing your Pool Size

At a minimum we recommend 4 numbers with a session match period of 15

minutes for your number pool. This amount will be able to provide attribution for up to 16 visitors per hour, however, as traffic volumes increase the quantity of tracking numbers in the number pool must be adjusted.

Once you have assessed your peak website traffic volume and average visitor duration, you will have all the information you need to determine the quantity of numbers for your number pool using this simple formula:

$$\text{Number Pool Size} = \left(\frac{\text{Visitors Per Hour}}{\text{Average Website Visit Duration}} \right)$$

60

For detailed instructions on optimizing your number pool, see ['Dynamic Number Insertion: Best Practices'](#).

For Dynamic Number Insertion to replace phone numbers on your website or landing page, a visitor must meet the criteria you set in a **'Rule'**.

Before you can create or edit a **'Rule'**, you will first need to order a tracking number or create a number pool. Only then will the **'Add Rule'** link will be accessible. If you don't have a number pool, click on **'Add Number'** to order one. If you need detailed instructions, see ['Creating a New Ad: Quick Start Guide'](#).

FIND NUMBERS

What type of tracking number are you looking for?

- Local
 Toll-Free

I would like to search for a tracking number that is:

Local to termination number ▾

Termination Number

(212) 121-2121

Match Period (in minutes)

30

Quantity of Numbers to Add

1 ▾

Fill Unavailable Local Inventory with Toll-Free Numbers

SEARCH

FIND NUMBERS

What type of tracking number are you looking for?

- Local
 Toll-Free

Area Code (NPA)

800 833 844 855 866 877 888

Exchange (NXX) ?

nxx

Number ?

number

Match Period (in minutes)

30

Quantity of Numbers to Add

1 ▾

SEARCH

Setting up Rules

Note: The first rule for your ad will be generated automatically when you enable DNI while creating a new ad.

1. Click 'Add Rule' to set up a rule.
2. Enter in a 'Rule Name'. The name is used in reporting to identify how many calls or texts were tracked as result of this rule.
3. Choose one of the sources under 'Track Source' to determine when DNI will replace a phone number on your website with a tracking number.
For example, if you selected 'Google Paid Ad', only the website or landing page visitors that came from an AdWords ad will cause the phone number to be replaced.
4. Under 'Number to Replace,' enter in the number currently on your landing pages or website that you would like to replace.
5. Select the tracking number that will replace your current number under 'Select Tracking Number'.
6. Click 'Save' to finish setting up a rule.

EDIT RULE

BASIC ADVANCED

Advanced DNI Rule settings can be configured in the Advanced view. When using the Basic View, only settings that are displayed will be saved.

Rule Name

Source:

Google Paid Ad ?

Bing Paid Ad ?

Specify Source

Any Source

URL Parameter ?

Number to Replace:

Select Tracking Number:

[+ Add Replacements](#)

CANCEL SAVE

Installing Dynamic Number Insertion on Your Website

DNI will only replace numbers on the pages that have a unique JavaScript snippet installed, so you will need to insert the snippet on each of the pages where you will need DNI.

1. Click **'Manage Ads'** and click on the ad with DNI you want to install on your website or landing page.
2. The **'General Ad Information'** screen will appear with a summary of all of your DNI settings and your JavaScript snippet.
3. Copy the JavaScript snippet from your **'General Ad Information'** screen by clicking on **'Copy to clipboard'**.
4. Insert the JavaScript snippet within the <head> tag on each webpage where you want your phone numbers replaced. You can use Google Tag Manager or your tag manager of choice to install tags on your site.

Javascript Snippet [What Is This?](#)

[Copy to clipboard](#)

```
<script type="text/javascript" src="//web-2-tel.com/sdk?identifier=ccc3a8ad28624d3490f1ef418e76bfa6" async></script>
```

5. Check your webpages to make sure only one JavaScript snippet for DNI has been installed on your site. More than one JavaScript snippet for DNI may cause conflicts and for the number replace to fire incorrectly. This may happen if you have used another call tracking provider in the past.
6. Test DNI to see if it has been installed correctly. For testing instructions, see the section **'Validating Your DNI Configuration'** in our guide: ['Dynamic Number Insertion: Best Practices'](#).

Note: This JavaScript snippet is also used to manage any integrations you may choose to enable such as Google Analytics, AdWords, Facebook. For a full list of integrations, visit [our page on integrations](#).

Using the instructions listed here will get you started using Dynamic Number Insertion in a very short time, giving you access to granular reporting, cost-effective number pools, and flexible customization to suit your tracking needs.

Additional Resources

We have a number of additional resources to help you optimize your campaigns using Dynamic Number Insertion, and the numerous other features of our Telmetrics platform.

For additional questions about Dynamic Number Insertion, see [‘Dynamic Number Insertion: Best Practices’](#)

Official Website: [Telmetrics.com](https://telmetrics.com)

Full list of integrations and partners: [Integrations](#)

Resources: [Telmetrics Insights](#)

Full API Documentation: developer.telmetrics.com

Ebook:

[‘The Ultimate Guide to Lead Attribution’](#)

Quick Start Guides:

[Creating Ads: Quick Start Guide](#)

[Ordering Tracking Numbers: Quick Start Guide](#)

[Dynamic Number Insertion: Quick Start Guide](#)

[SmartNumber™: Quick Start Guide](#)

Our customer service and account management teams are also ready and able to answer any questions, so feel free to get in touch at any time: call us at **1-800-242-1690 or email us at info@telmetrics.com.**