



MEDIA RELEASE

JET INTERACTIVE LAUNCHES GOOGLE ANALYTICS OF TELEPHONY

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Call analytics and specialist telecommunications provider, Jet Interactive, together with technology partner Datalicious, today launched an Australian first analysis tool that shows vital customer call information in Google Analytics.

Called Jet Call Integration, the new tool that Jet Interactive has been trialing with customers for over a year was commercially launched at the AdTech conference in Sydney.

This new tool will be used in conjunction with Jet Interactive's call analytics service Jet Call Tracker. It will allow, for the first time, companies to track and measure telephone calls generated by their website and digital marketing campaigns and view them in their Google Analytics account.

Jet Interactive Chief Executive Justin Graham said: "Historically there has not been a simple website to telephone analysis tool which is accurate and easy to use. Our new Jet Call Integration is a first for Australian businesses and digital media companies enabling them to measure with accuracy the holy grail of marketing metrics 'web to call' and 'adword to call'.

"In the past web marketers have made decisions about digital media spend by simply studying the level of clicks or online applications completed with little thought given to the huge number of phone calls that websites generate. Our research has found that on average 68 per cent of all online generated enquiries are delivered via the telephone. If companies are not tracking and analysing phone calls, they do not truly understand the success of their online activity."

Jet Call Integration is set up through unique Jet Interactive 13, 1300 and 1800 inbound numbers featured on a company's website. Customers viewing each particular website then call the number with an enquiry or purchase request.

Jet Interactive is able to record vital call information including geographic and demographic segmentation using Australian Bureau of Statistics data, the time of the call, call length and most importantly it identifies the specific online activity or advertising execution which generated the call.

There is a wealth of valuable insights from online activities that can be measured and reported on, including Google Adwords, Yahoo!7 and Bing Pay-Per-Click, banner ads, directories such as Yellow Pages, social media marketing, affiliate marketing and search engine marketing. Once measured it is then a simple matter to optimise a company's online marketing expenditure to gain the best ROI for their marketing dollar.

Jet Interactive implemented a pilot study of Jet Call Integration with a leading Melbourne-based internet marketing company WebDynamic. The company used Jet Call Tracker to measure the calls generated through its clients' SEO and web marketing activities last year and also to measure the exact number of calls each keyword group generated. To do this WebDynamic integrated unique tracking phone numbers into its clients' websites.

To date, ongoing optimisation using Jet Call Integration has helped WebDynamic to increase sales effectiveness by an average of 35 per cent across trialed clients.

For more information about Jet Interactive visit www.jetinteractive.com.au.

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About Jet Interactive

Founded in 2008, Jet Interactive is an Australian owned call analytics and specialist telecommunications provider which are experts at understanding customer telephone calls and gaining marketing insights by analysing customer's calls to businesses. Jet differentiates itself by providing Jet Call Tracker - one of the most advanced marketing and business intelligence tools. Jet Call Tracer is an online call analytics package which provides businesses with state of the art reporting tools to measure every aspect of caller behavior.

About Datalicious

Datalicious is all about data driven marketing and actively helping companies to optimise their marketing programs by providing actionable insights generated from solid data platforms. Founded with the aim of creating a new breed of data consultancy, we not only help companies to collect, process and analyse data but also to make data accessible and actionable for marketers and their agency partners. For more information visit www.datalicious.com.

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