

Optimize Your Marketing to Drive More Callers and Bookings

Optimize marketing to get more customers calling with DialogTech

Travelers Research Online, But Often Convert by Calling

Phone calls still matter in the travel industry. People that research hotels, resorts, and cruises on their smartphones often convert by calling. And the more expensive or complex the purchase, the more people call to talk to a real person. Travel marketers can increase bookings by taking control of the call channel, and DialogTech can help.



Drive More Calls and Bookings from Your Marketing

DialogTech is a powerful marketing analytics tool that shows you how to optimize media spend, ad targeting, and website experiences to drive calls and bookings. It works for calls from any marketing source to any call center, property, or agent. DialogTech also gives marketers tools to analyze and optimize the caller experience.

- Prove the full impact of your marketing and website on generating bookings
- Invest in local and national campaigns proven to drive calls and customers
- Target consumers likely to call with AdWords, Facebook, and display ads
- Combine call data with 3rd-party user profile data for impactful ad targeting
- Convert more calls to bookings by routing callers based on their data

Data and Insight for Every Caller from Your Marketing

<p>Media Attribution</p> <p>Optimize marketing spend for the channels, campaigns, ads, emails, and search keywords driving not just calls, but bookings.</p>	<p>Website Experience</p> <p>Capture each caller's complete interaction with your website, including the webpage they called from.</p>	<p>Conversation Insights</p> <p>Know if the call was answered, what type of call it was, how long it lasted, what was said, and the result.</p>	<p>Integrations</p> <p>Pass call data to your CRM and other marketing tools, including Google Analytics, AdWords, Facebook, DoubleClick, and more.</p>
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The Trusted Solution for Hotel, Resort, and Cruise Marketers

