Phone call tracking in AMP

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Overview

[AMP](#) is an [open source project](#) for creating consistently fast loading web pages at very large scale achieving consistent load time measured from Google Search at under 1 second.

Call tracking allows advertisers to track phone calls originated from phone numbers displayed on their pages.

This project aims to make call tracking available to AMP pages.

Design sketch

Standard website integration

Most call tracking integration works by including a JavaScript file on a web page that replaces a given fallback number with a phone number that is linked to the user's conversion cookie.

The same integration strategy cannot be used on AMP pages, because AMP does not support third party JavaScript.

Proposal

Introduce a new element into AMP called `amp-call-tracking` that allows wrapping any phone number and replacing it with a new value on page load.
The element support one attribute called `config` for retrieving the respective phone number.

Example:

```
<amp-call-tracking
    config="https://www.call-tracking-vendor.com/call-tracking.json">
  999-391-542
<amp-calltracking>
```

The element can be placed multiple times on the same page, but only a single request to the given URL (if it is the same) is made.

Config request

Call tracking vendors (like) Google need to make available a per-customer URL like the `https://www.call-tracking-vendor.com/call-tracking.json` above. This URL must be accessible to CORS requests and return a simple JSON object with keys
- `phoneNumber`
- `formattedPhoneNumber`, optional: Used for display purposes if provided.

Attributes
- `default-phone-number`, optional. Phone number to use in generated `tel:` link. If not present, `textContent` of element is assumed to be phone number.

Rendering
`amp-call-tracking` will render as

```
<amp-call-tracking><a href=tel:$PhoneNumber>Phone number</a></amp-call-tracking>
```

Restrictions

AMP does not want people to use this device for non call-tracking purposes. The substituted value may be restricted to symbols commonly found in phone numbers.

Future enhancements

Some call tracking vendors may want to perform additional analytics. The JSON request could additional supply `amp-analytics` configuration for this use case.