

Campaign Tracking - Rollins

The following documentation will outline the steps necessary to track Rollins campaigns.





Campaign Tracking

- There are 3 primary components of campaign tracking for the Rollins brands:
 - **VDN/Phone Number**
 - **Campaign Code**
 - **Destination URL**
- Campaign tracking will not occur without the above three points working in unison on the front end (marketing referrals) and on the Rollins back end (VDN & Campaign Code Tracking).
- Once a VDN/Phone Number and Campaign Code are assigned to a specific campaign, those tracking identifiers cannot be used for any other campaigns and should not be altered without direction from marketing.
- Additional tracking parameters for specific usage:
 - **AvidTrak**
 - **Google Tag Manager (GTM)**

COMPONENTS OF CAMPAIGN TRACKING



VDN/Phone Number

- **Purpose & Usage:**

- The VDN and Phone Number are an independent set of numbers requested from the Telecom Department used together to allow phone call lead tracking on assigned campaigns.
- Used to track assigned phone numbers through ODS as a specific VDN for reporting on lead, solds, and starts.
- The phone number & VDN can be attained by anyone in Marketing, but Allister or Dustin should be used for the quickest turn-around.

- **How it works:**

- Assigned by marketing, this is the phone number, associated with a single campaign that renders on the page when a user clicks through an ad or types in a vanity URL that redirects to the page.
- When a person calls that number, the call triggers a VDN recall used on the Rollins side for a tracking solution that will assign that call to your campaign (lead, sold, start).
 - The Rollins tracking solution uses the customer phone number matched with a call log file that is received by AvidTrak to properly assign campaign call traffic.



Campaign Code

- **Purpose & Usage:**

- A code unique to a single tracked campaign assigned by marketing and uploaded into the Marketing Command Center(MCC) database.
- The Campaign Code can be attained by anyone you are working with in Marketing, but Allister or Dustin should be used for the quickest turn-around.
- The Campaign Codes can only be up to 7 characters(letters and/or numerical) and should be an easy identifier of the campaign for ease of reporting and ODS mapping. The structure for the Campaign Code cannot contain spaces or special characters.
- The Campaign Code must be used in all caps.

- **How it works:**

- This code is what will be used as the single point of tracking for web form submissions into ODS.
- When a person visits a landing page or fills out a short form submission on the website, the form submission triggers a campaign code recall used on the Rollins side for a tracking solution that will assign that web lead to your campaign (lead, sold, start).



Destination URL's (Base URL with UTM's)

- **Purpose & Usage:**
 - Creates a custom tracking page url that drives click traffic directly to a specific Orkin brands website or content.
 - Destination url's are in use by all Rollins websites, landing pages, and certain trackable branded media.
- **How it works:**
 - When users click one of the custom links, the unique parameters are sent to your Analytics account, so you can identify the URLs that are most effective in attracting users to your content.
 - The combination of the following 4 UTM elements appended to a base page url allows your referral to track to the Rollins database and Google Analytics (GA).
 - **Base page url:** website page you want to drive the user to visit.
 - **Source:** identify the source of your traffic such as: search engine, newsletter, or other referral.
 - **Content:** identify a strategic campaign for additional details for A/B testing and content-targeted ads.
 - **Medium:** identify the medium the link was used on such as: email, CPC, or other method of sharing.
 - **Campaign:** campaign tracking code received from marketing
- **What a URL should look like if you have all required parameters:**
 - http://signup.orkin.com/orkin/res/atlanta-pc-tc?utm_source=google&utm_content=atlanta-pestcontrol&utm_medium=ppc&utm_campaign=GO230WEB

3RD PARTY TRACKING



AvidTrak

- **Purpose & Usage:**

- AvidTrak is a call tracking tool currently used to effectively view and manage phone call leads for campaigns related to PPC, SEO, and Display marketing channels. The call tracking software platform utilizes the method of dynamic phone number insertion to allocate and display a unique call tracking number.
- The AvidTrak system is currently only being utilized for the Orkin US, Canada, Waltham, Trutech and Critter Control accounts.

- **How it works:**

- The AvidTrak server requisitions a bank of telephone numbers then pushes a trackable number onto the intended web page and provides a unique session ID for each customer search session.
- The system is setup up to capture Google Analytics ID (GAID) tracking cookies for visits across different channels.
- As Google drops the cookie into a visitor's browser AvidTrak captures the GAID cookie and when a phone call materializes our system algorithm correlates the cookie with the call and publishes the results.



AvidTrak - Continued

- **Reporting:**
 - The AvidTrak platform also utilizes the Google Analytics (Universal Analytics) API to push the call conversions with GAID into Universal Analytics.
 - Once the cookie + call conversion data are in UA, the Analytics Team can slice and dice data to see which pages were visited, how often and also perform attribution analysis along various marketing channels (paid search, display, organic, social, email etc.)
- **Using AvidTrak with additional vendors:**
 - 3rd party tracking vendors (other than Google) the same framework such as Google may be used as a baseline for implementation.
 - The 3rd party vendor would drop cookies on the visitor and AvidTrak would capture the same.
 - AvidTrak would need an API from the 3rd party to push the results (call details with cookie ID) into the 3rd party's platform.



Google Tag Manager (GTM)

- **Purpose & Usage:**

- Google Tag Manager is a tag management system that allows you to quickly and easily update tags and code snippets on your website or mobile app, such as those intended for traffic analysis and marketing optimization.
- You can add and update AdWords, Google Analytics, and 3rd party or custom tags from the Tag Manager user interface instead of editing site code.
- This reduces errors and frees you from having to involve a developer when configuring tags.

- **How it works:**

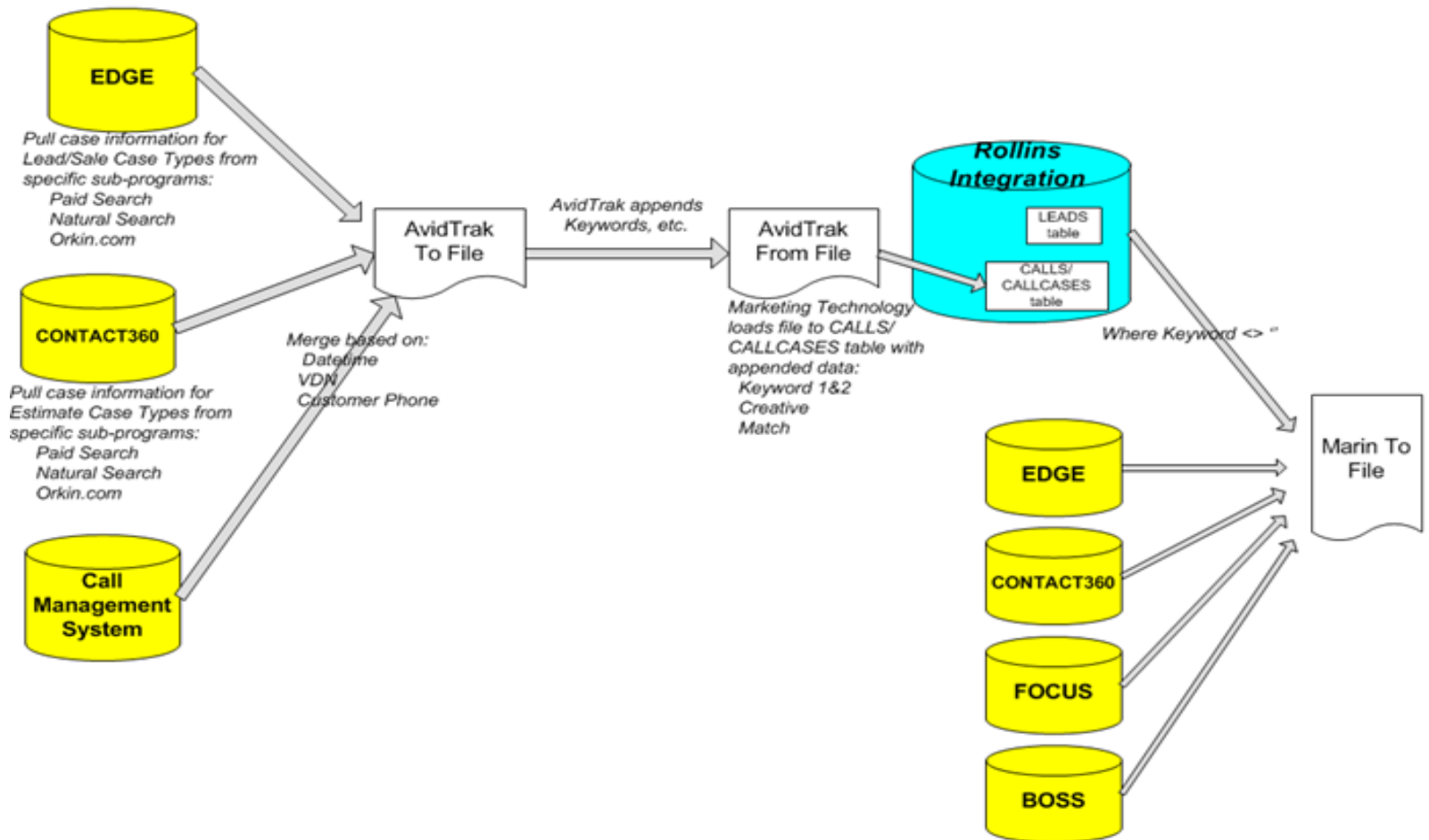
- Tag Manager for web works via its own container tag that you place on all your website pages.
- For mobile, Tag Manager is deployed in conjunction with the Firebase SDK, with support for Android and iOS.
- The container tag replaces all other manually-coded tags on your site or app, including tags from AdWords, Google Analytics, Floodlight, and 3rd party tags.
- Once the Tag Manager container tag has been added to your site or app, you update, add, and administer additional tags right from the Tag Manager web application.

SYSTEM DIAGRAM

AvidTrak/Marin Diagram



Rollins Operational Data Store AvidTrak/Marin Infrastructure v2



SPECIALTY BRANDS



Specialty Brand Tracking

- Currently, most of the specialty brand tracking needs are exactly as they would be for the Orkin campaigns.
- The only notable tracking requirement differences are the call tracking used for the Western Account and the phone call routing that may be needed for separate call centers.
 - The Western Account is currently using DialogTech for their call tracking software.
 - A Separate terminating number may be needed if the call tracking is not being routed to one of the Orkin call centers, but instead to a branch or brand office.