



Ströer Campaign Tracking (SCT)

Ströer Campaign Tracking allows you to measure the success of your Google Ads campaigns on your existing website. Tracking only measures website visitors who click on your Google Ads ad or reach your website or contact you via a telephone number stored there. This means you always know how many contacts have been made via your online marketing campaign. All other visitors to your website are not affected by this technology.

Ströer Campaign Tracking service description

1. Services included in the set-up fee:

- ★ Creation and transmission of your individual Ströer campaign tracking pixel for installation on your website
- ★ Tracking of contact requests via your website

2. Services included in the operating costs:

- ★ Up to 100 measurement numbers
- ★ Installation of one or more call measurement(s) with forwarding to your existing phone number(s)
- ★ Monthly reporting
- ★ 24/7 customer center
- ★ Small corrections (up to 15 minutes per month), e.g. if the assignment of replaced content no longer works

Type of tracking

Ströer Campaign Tracking allows us to measure any clicks on links and/or buttons within your website.

Standard measurements:

The standard measurements include clicks on the send button of your contact form, clicks on an email address and clicks or dialing your phone number. Optionally, additional links or buttons such as file downloads or menu calls can be measured. The corresponding connection of these additional links and buttons only takes place at the request of the customer.

We use Google Tag Manager to measure clicks. To do this, the Google Tag Manager must be installed and configured for your website (create an account, implement the code snippet on the website). This is possible without you or your IT specialists having to write or modify any code, just insert a code snippet. If you have also booked your website with us, we will take over the installation of all necessary measures for you. The Tag Manager is used to collect data (e.g. clicks) on your website, which is reported directly to your Google Ads account. The data is only forwarded, but not collected or stored. For more information on Google Tag Manager: <https://www.google.com/intl/de/tagmanager/>

With campaign tracking, you can receive up to a maximum of 100 metered numbers as required. As soon as a user clicks on your Google Ads ad and reaches your website, the measurement number is displayed in the ad and on your website instead of your existing phone number. These are IP-based telephone numbers that differ from your actual telephone number but are forwarded to it. In this way, we can measure the number of callers who reach your website via a Google Ads campaign and call you. Different phone numbers on your side must be replaced by separate blocks of metered numbers. Measuring number blocks are available in quantities of 1/10/100 and are used by us as efficiently as possible. This enables us, for example, to measure different telephone numbers of several contact persons separately.

In our experience to date, a quantity of 100 metered numbers, divided into 10 x 10 metered numbers, for example, is sufficient for most advertisers. If this quantity is not sufficient for your campaign, we can offer you additional packages of up to a further 100 metered numbers at a price of €20 per month per additional package.

Customer responsibilities:**Installation of the campaign tracking pixel on your website**

Before we start building your campaign, you need to add a campaign tracking pixel to the head section of your website. You will receive this from us. If the tracking pixel is not installed at the agreed campaign start, we start the campaign accordingly without campaign

tracking, which means that no performance data on conversions is available, only on impressions and clicks.

Errors on your website

If errors such as JavaScript errors are displayed on your page, you must correct them so that campaign tracking can work. If you do not comply with this obligation to cooperate within a reasonable period of time set by us with regard to the respective error correction, the agreed term shall commence even if we have not yet been able to start providing our services. If you are unable to rectify errors or can only do so with disproportionate effort, both parties are entitled to withdraw from the campaign tracking contract. The contract for any advertising campaigns booked remains unaffected by this.

As an alternative to withdrawing from the contract, you can commission us to create a new website to match the campaign tracking. We will be happy to advise you on this.