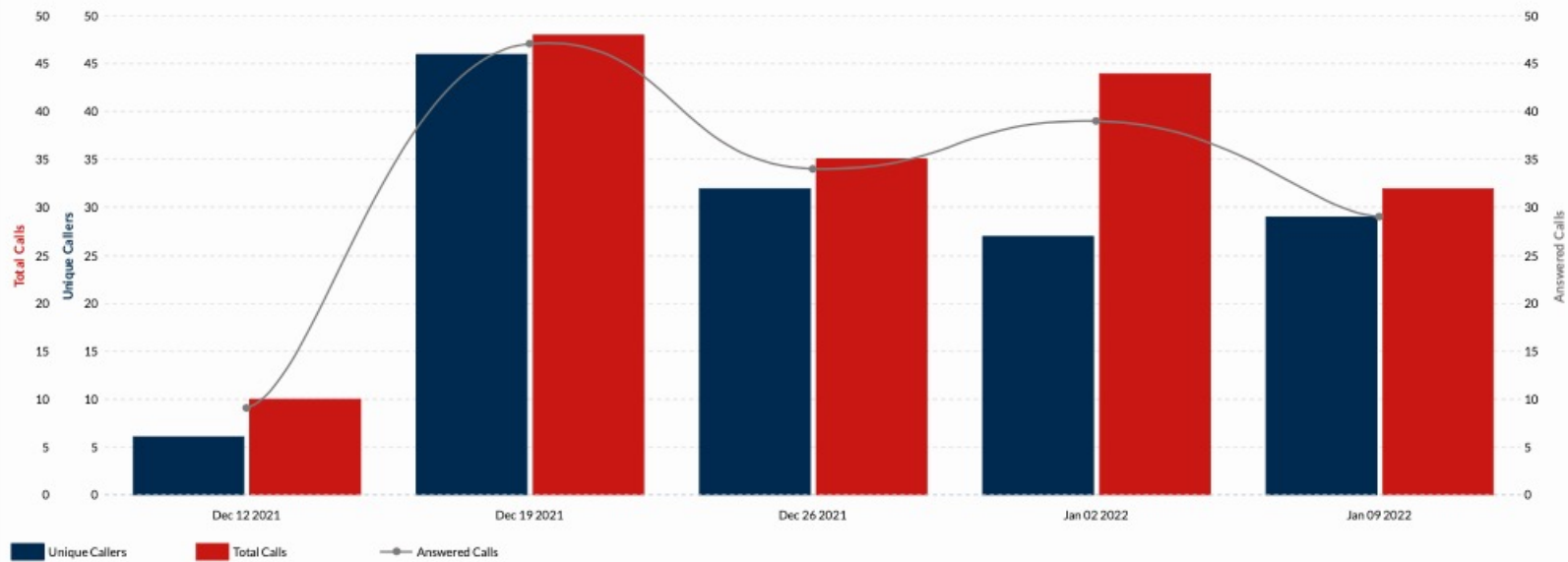


How are my top line calling metrics?



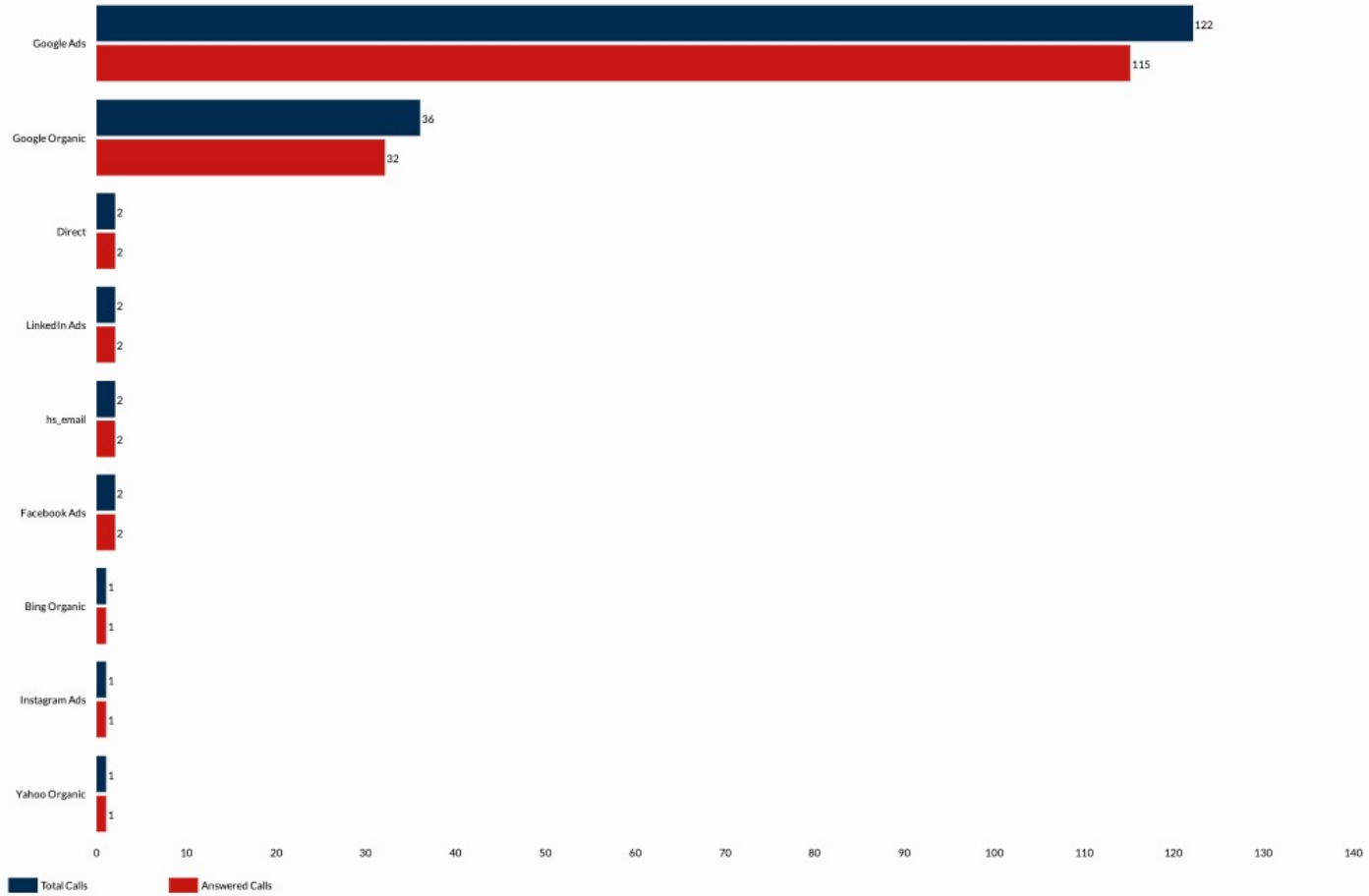
What is the trend in call during this period?



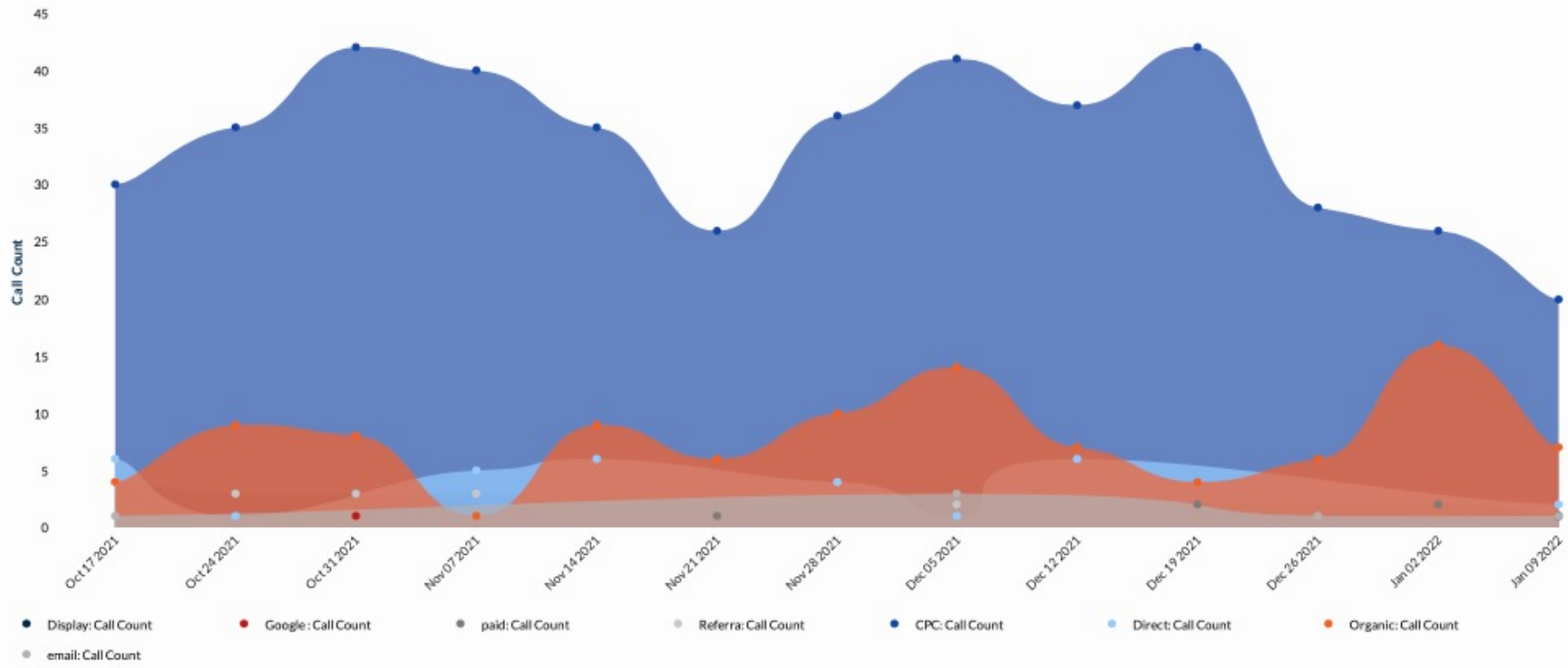
Where Are My Calls Coming From?

Tracking Source	Source Name	Source Details Count	Total Calls	Answered Calls	First Calls	Unique Callers	Average Duration	UTM Source
Google Ads	Google Ad Extension [redacted]	1	89	88	87	88	00:01:48	google
Google Ads	Keyword Pool	1	32	26	18	22	00:02:55	Google_Display
Google Organic	Keyword Pool	1	30	26	8	16	00:01:20	
Google Organic	Google Ad Extension [redacted]	1	6	6	2	3	00:01:01	
hs_email	Keyword Pool	1	2	2	1	2	00:01:25	hs_email
LinkedIn Ads	Keyword Pool	1	2	2	1	1	00:02:50	linkedin
Direct	Keyword Pool	1	2	2	2	2	00:00:40	
Facebook Ads	Keyword Pool	1	2	2	2	2	00:00:41	facebook
Bing Organic	Keyword Pool	1	1	1	0	1	00:01:53	
Yahoo Organic	Keyword Pool	1	1	1	1	1	00:00:22	
Google Ads	General Ad Extension	1	1	1	1	1	00:00:17	google
Instagram Ads	Google Ad Extension [redacted]	1	1	1	0	1	00:05:01	facebook

Which sources are driving calls for me?



How are calls from all sources trending over last 90 days?



What are the details on the people who have called our organization?

Grid contains more rows, but they have been clipped.

Start Time	Tracking Number	Caller Number	Caller State	Caller Name	Source Name	Tracking Source	Medium	UTM Medium	UTM Source	Answered	Duration	Recording
2022-01-15 02:11:23.000000000	+14046495127	[REDACTED]	GA	BRANDON, RACKLE	Google Ad Extension - [REDACTED]	Google Ads	cpc	cpc	google	yes	00:03:33	▶ 0:00
2022-01-14 14:41:05.000000000	+14046495127	[REDACTED]	TX	RAMIREZ LEONOR	Google Ad Extension - [REDACTED]	Google Ads	cpc	cpc	google	yes	00:01:40	▶ 0:00
2022-01-14 11:49:50.000000000	+14046495127	[REDACTED]	MN	MINNESOTA CALL	Google Ad Extension - [REDACTED]	Google Ads	cpc	cpc	google	yes	00:00:11	Recording is not available
2022-01-14 09:45:05.000000000	+14049007658	[REDACTED]	SC	SCHRODERS SVC	Keyword Pool	Google Ads	CPC			yes	00:01:49	▶ 0:00
2022-01-13 17:27:29.000000000	+14046495848	[REDACTED]	IA	ANASTASIA PEAKS	Keyword Pool	Google Organic	Organic			yes	00:00:30	▶ 0:00
2022-01-13 17:18:20.000000000	+14049484391	[REDACTED]	CA	SANDRA CHRONIS	Keyword Pool	Google Organic	Organic			yes	00:01:09	▶ 0:00
2022-01-13 14:19:04.000000000	+14047938740	[REDACTED]	TX	SHELPT NEWPENN	Keyword Pool	Google Organic	Organic			no	00:00:07	Recording is not available
2022-01-13 12:54:12.000000000	+14046495848	[REDACTED]	NY	PENTONY, LISETTE	Keyword Pool	Google Ads	CPC			yes	00:00:16	▶ 0:00
2022-01-13 12:53:28.000000000	+14049007658	[REDACTED]	CO	STERLING CO	Keyword Pool	Direct	Direct			yes	00:01:11	▶ 0:00
2022-01-13 11:45:22.000000000	+14046495127	[REDACTED]	NY	GUIDA OSCAR	Google Ad Extension - [REDACTED]	Google Ads	cpc	cpc	google	yes	00:00:11	▶ 0:00
2022-01-13 11:30:03.000000000	+14046495848	[REDACTED]	NC	EATONTOWN, NJ	Keyword Pool	Google Ads	CPC			no	00:00:03	Recording is not available
2022-01-13 09:54:31.000000000	+14046204791	[REDACTED]	IL	SIMONIAN RANDAL	Keyword Pool	Bing Organic	Organic			yes	00:01:53	▶ 0:00
2022-01-13 09:39:47.000000000	+14047938740	[REDACTED]			Keyword Pool	Direct	Direct			yes	00:00:09	Recording is not available
2022-01-12	+14046495127	[REDACTED]	IL	1-800 DRYCLEAN	Google Ad Extension - [REDACTED]	Google Ads	cpc	cpc	google	yes	00:01:33	▶ 0:00