

Fixed number

cheat sheet

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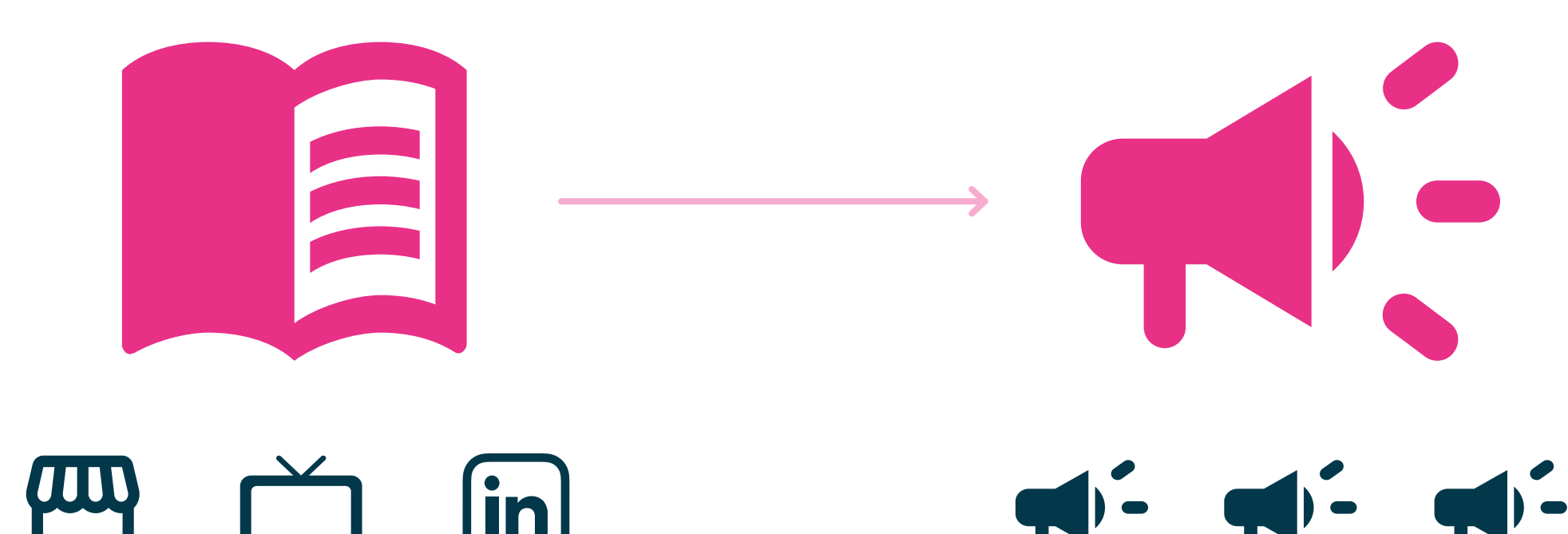
What are fixed numbers?

Fixed numbers are 'fixed' to specific channels and campaigns.

Unlike dynamic numbers, the sort you use on your website, fixed numbers don't change.

They're associated with one campaign or channel, and every person who interacts with that campaign or channel will see the exact same number.

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They help marketers see which campaigns and channels are driving calls when dynamic numbers can't be used.

Why do they exist?

Not all numbers can be dynamic

Online, you may not be able to input the code for dynamic numbers on search pages, external sites, or your social media pages. And dynamic numbers certainly won't work with printed media and other offline channels!

Using them will help you get a holistic view on performance and take credit where credit is due for your campaigns.

Use fixed numbers to make sure all your activities are tracked so you can see the full picture.



Capture more data to help sharpen up your decision making and improve marketing efficiency.



Give your attribution an instant boost by claiming credit for call conversions that happen off-site and offline.

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How do I get started?

Setting up fixed numbers is simple. All you need to do is head to your "Settings" in the Hub, select "fixed numbers", and hit "order number".

Then, follow our 3-step process:

1. Choose your number, add it to one of your Tracking Pools and assign a Channel to it.
2. Assign a Publisher, Campaign, and Description to make your reporting accurate and easy.
3. Enter the destination you want the fixed number to route through to so the right phone rings when it's called!

[Learn more here](#)



Top-tip: Once you've got your fixed number configured and you've hit order, make a test call to check it's routing and tracking like it should.

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Psst. Did you know that call CTAs are powerful, and conversations can be 10-15x more lucrative than web leads. If you're not already using them across these channels, you should start today!

Why aren't you tracking?

Find out with our fixed number checklist

Fixed numbers can be used across a variety of online and offline channels. Work your way through our checklist to make sure you don't end up suffering from any attribution blind spots:

- Directory listings
- Social media profiles
- Print ads
- Google Call Ads
- Email content
- Email signatures
- TV ads
- Radio ads
- Google My Business listings
- Out of Home ads
- Direct Mail
- Sales collateral
- Event stands
- Event collateral
- Business cards

Already using call CTAs on all your comms?

You can start tracking the phone numbers that are already on your pre-printed materials by importing them into the Infinity Hub.

You can start tracking in 4 simple steps.

[Learn more here](#)

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Need a hand with your fixed numbers?

If you've got questions about how to use or set up fixed numbers, check out our Campus articles, or start a conversation with us today.

More on our Campus

[Ordering fixed numbers](#)

[Fixed number management](#)

[Memorable numbers](#)



This is a fixed number. Give us a call to find out how they can help you.

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[Learn more here](#)

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