

# How does Call Tracking Metrics Match Callers to Visitors?

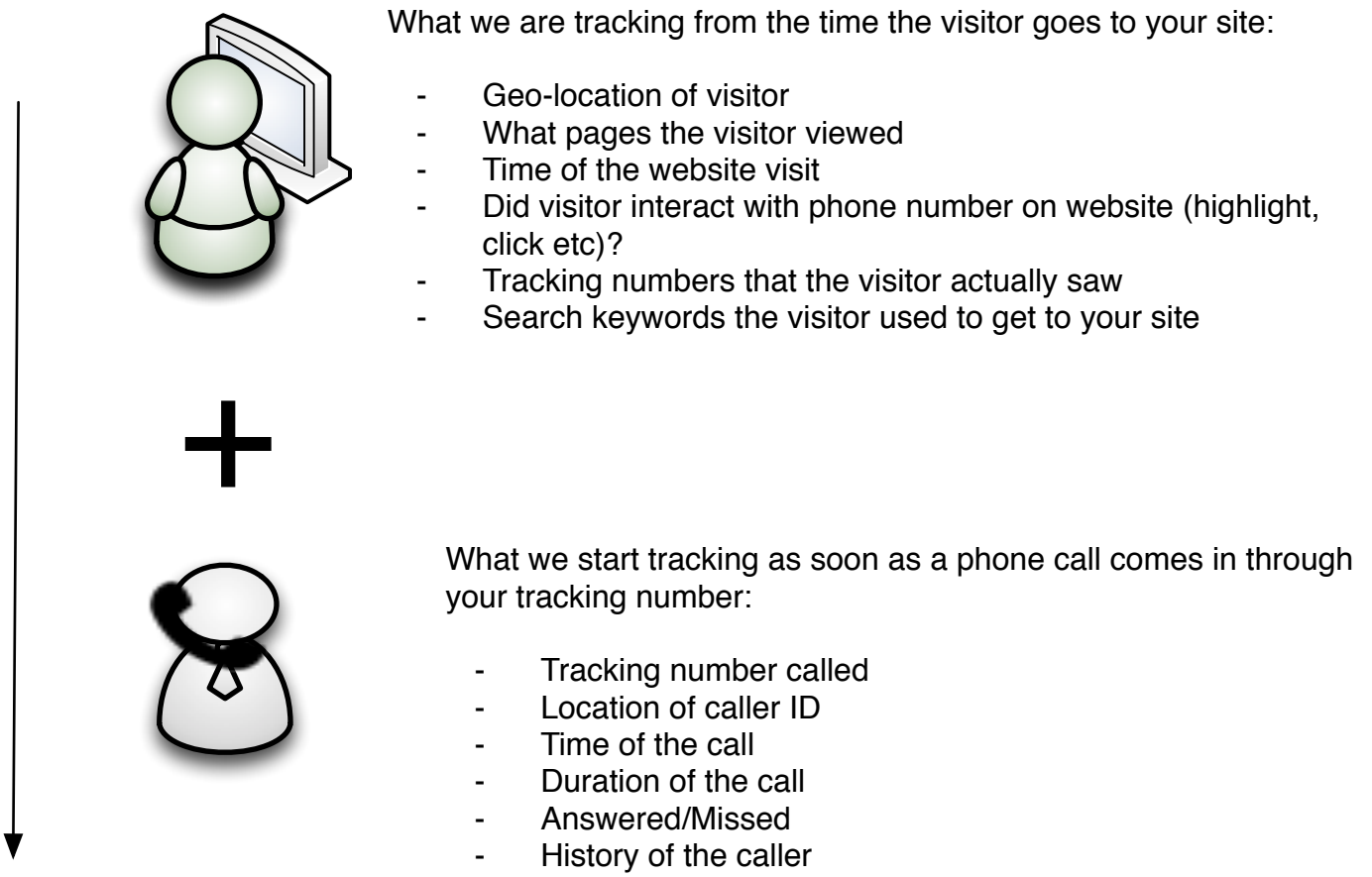
Typically call tracking has required having a tracking number for each of your website's concurrent visitors within a time window so that no two visitors see the same phone number. This can be extremely costly for companies and can be a nightmare to maintain.

Call Tracking Metrics has developed a proprietary algorithm that allows customers to have fewer tracking numbers than concurrent visitors and thus cuts down on the cost and maintenance time required in having reliable call tracking data.

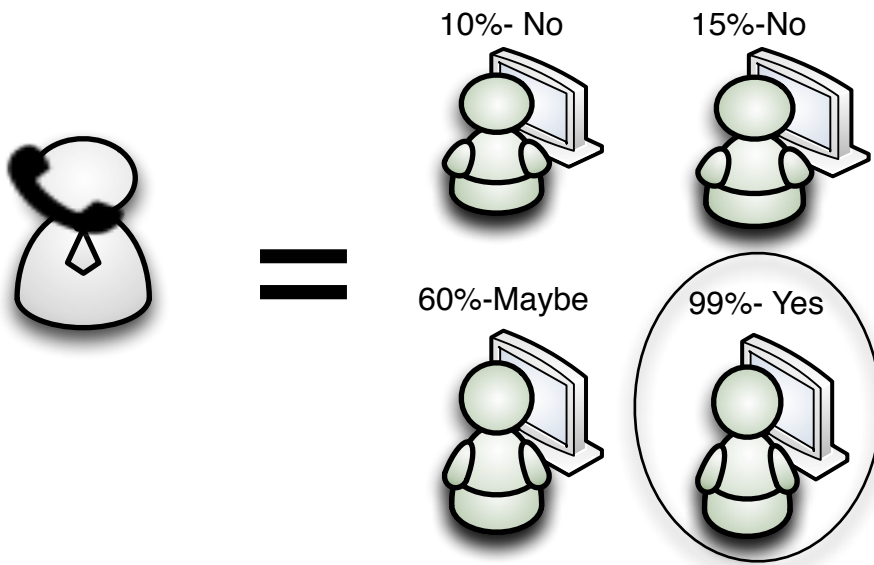
## How does it work?

Call Tracking Metrics proprietary algorithm uses a sophisticated matching technique to assign visitors to callers on a likelihood scale of 1-100%.

The system will automatically assign the highest likelihood visitor to the caller but users can also override that match if they identify that a lower likelihood match was actually the correct one.



**Our algorithm factors in all of this information and Immediately matches a visitor to the caller.**



**Based on this match, you are able to see critical information about each of your callers:**

