

Marketing Pro-Ads Agency Guide

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Why did ServiceTitan build Marketing Pro - Ads?

We are passionate about driving success for our customers, using software solutions to improve all aspects of their operations. With an understanding that digital advertising plays an important role in contractor businesses, we extensively researched problems that our customers have with digital marketing and specifically, advertisement.

The overwhelming and unanimous concern expressed was attribution & marketing data alignment. ServiceTitan customers feel that they don't have visibility into the ROI of their digital marketing efforts. We identified that the root cause of this was the inability of data-sharing between the CRM - ServiceTitan - and existing marketing tools, platforms, and workflows.

For example, it would take a substantial effort for a marketing agency to track what happens to the leads they generate after they enter ServiceTitan. As a result, most agencies we spoke to were resigned to providing as many leads as possible with no visibility into the actual revenue generated from that lead.

We built technology solutions that can solve this problem, connecting CRM data to digital marketing data. This gives contractors full visibility into the profitability of their marketing budgets and efforts. Our product also gives agencies full visibility into the second half of the customer journey and the ability to see the results of the leads they are generating.

What is the solution?

It is standard practice for marketing agencies to automate call tracking, also known as dynamic number insertion (DNI), to track their digital marketing efforts. However, current DNI providers are limited because they are not integrated into ServiceTitan. They cannot track and report on how much revenue to attribute to each call. Also, by using an external DNI provider, a caller would have to experience a phone call with multiple jumps/forwards, which can affect call quality.

To solve both of these problems, ServiceTitan has built our own DNI solution to empower our customers to have full digital tracking integrated with their CRM. By having an in-house DNI solution, we can provide reporting on the full marketing funnel, from impression to revenue, across all major marketing channels.

We have our own reporting system we use with clients. Can we access ServiceTitan somehow?

The simplest way to access this data is through Google Analytics - we pass all relevant conversion information into GA, which can then be used as a source for your reports. We also have a downloadable report of all phone calls that you could pull regularly to feed a dashboard.

The hope is that you can benefit from an improved reporting system within ServiceTitan and use our dashboard to have better conversations with your clients.

If your current reports pull from Google Ads or Google Analytics, then they should continue to work as usual; otherwise, you will need to use ServiceTitan's reports or create a new one.

If you are absolutely married to your call tracking software, there is a way to integrate your DNI provider with Ads. You can access the documentation on how to do this by emailing ads@servicetitan.com

What does this mean for agencies?

If you are an agency, you likely are using a DNI provider. To take full advantage of impression-to-revenue attribution, you would need to switch DNI providers for your ServiceTitan clients. While we aimed to create as little disruption to agency workflows as possible, this switch will be necessary to unlock full-funnel attribution.

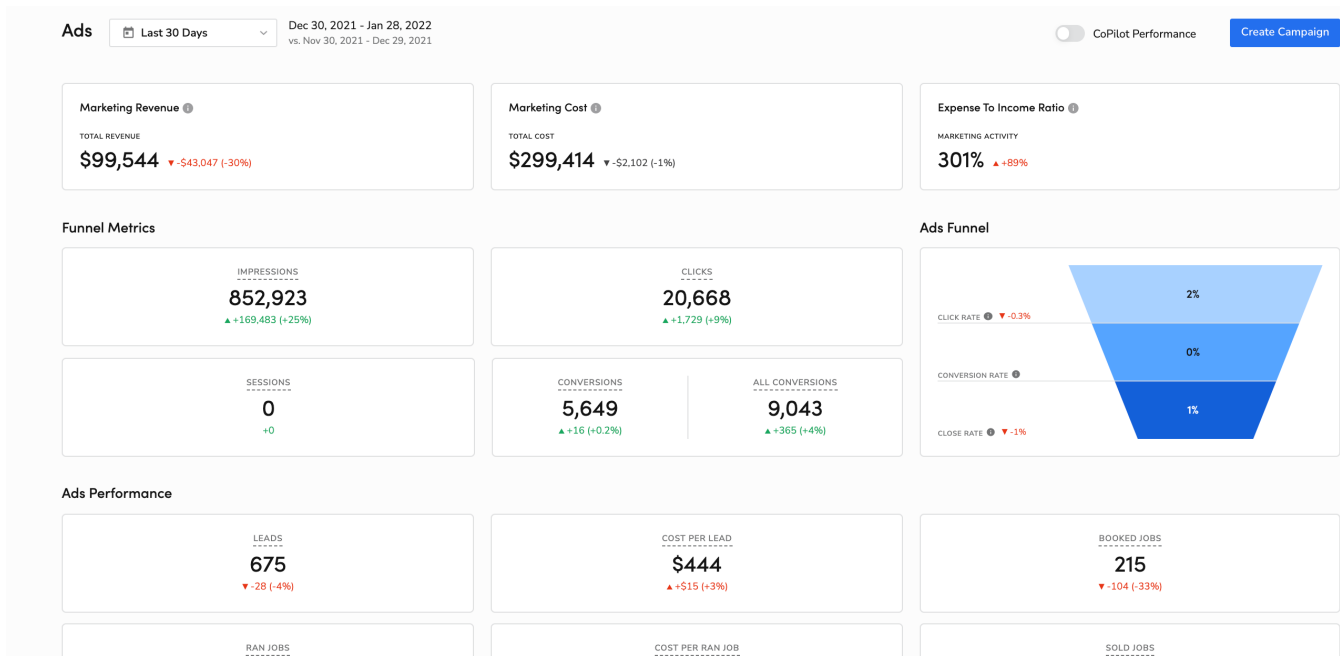
There are many reasons to switch your ServiceTitan clients over:

- You can stop paying for your existing DNI solution - this solution is included for no additional cost with Marketing Pro.
- Our DNI has all of the main features you are used to, including integration into Google Analytics, support for all website traffic, and imperceptible number flicker on the website.
- Remove unnecessary call jumps by having the DNI numbers come from the CRM itself.
- Most importantly: the ability to indisputably prove your value! You can show, dollar-for-dollar, how much profit you are responsible for. And if the ROI isn't where you'd like it, you now have complete visibility into where things need to improve and how to fix them.

Wait a minute....are you just trying to use my data that will end up benefiting my competitors?

No. It goes against everything ServiceTitan stands for to intentionally give one of our customers a competitive advantage over another. While we are integrating with Google Ads and Analytics, the data we pull remains within the ecosystem of the customer's account. The customer's data is their own and will be solely used to enhance the reporting within their own account.

What does the new dashboard look like?



Alright, I'm in. How do I set this up for a client?

Step 1: Make sure your client has Marketing Pro Full Suite. If not, have them book a demo here: https://www.servicetitan.com/features/marketing_pro

Step 2: Access to ServiceTitan

If you don't already have access to your client's ServiceTitan account, ask them to give you access. If they add you as an Admin with marketing permissions, then you should be able to access what you need to without it costing them extra.

Step 3: Integrate Google Ads

- [GUIDE](#)
- [VIDEO](#)

Step 4: Integrate Google Analytics

- [GUIDE](#)
- [VIDEO](#)

Step 5: Set Up Dynamic Call Tracking with DNI

From the email invite:

Connecting your Google Ads Account

- [GUIDE](#)
- [VIDEO](#)

Connecting your Google Analytics Account

- [GUIDE](#)
- [VIDEO](#)

Setting up Dynamic Number Insertion (DNI)

- [GUIDE](#)
- VIDEOS (BELOW)
 - [Step 1 - Navigate](#)
 - [Step 2 - Add Website and Phone Number](#)
 - [Step 3 - Website Tracking Snippet](#)
 - [Step 4 - Add Numbers to DNI](#)
 - [Step 5 - Test](#)

What's coming next?

In beta now is Optimizer, which allows the revenue from jobs to be imported into Google Ads. It also simplifies call extension management. Finally, it has a feature that can auto-enable revenue-based bid strategies in Google Ads accounts, but this is optional. If you are interested in these features, you can request to join the beta by emailing ads@servicetitan.com.