# Phone call tracking in AMP

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## Overview

<u>AMP</u> is an <u>open source project</u> for creating consistently fast loading web pages at very large scale achieving consistent load time measured from Google Search at under 1 second.

Call tracking allows advertisers to track phone calls originated from phone numbers displayed on their pages.

This project aims to make call tracking available to AMP pages.

# Design sketch

#### Standard website integration

Most call tracking integration works by including a JavaScript file on a web page that replaces a given fallback number with a phone number that is linked to the user's conversion cookie.

The same integration strategy cannot be used on AMP pages, because AMP does not support third party JavaScript.

#### **Proposal**

Introduce a new element into AMP called amp-call-tracking that allows wrapping any phone number and replacing it with a new value on page load.

The element support one attribute called **config** for retrieving the respective phone number.

#### **Example:**

```
<amp-call-tracking
  config="https://www.call-tracking-vendor.com/call-tracking.json">
  999-391-542
<amp-calltracking>
```

The element can be placed multiple times on the same page, but only a single request to the given URL (if it is the same) is made.

# Config request

Call tracking vendors (like) Google need to make available a per-customer URL like the https://www.call-tracking-vendor.com/call-tracking.json above. This URL must be accessible to CORS requests and return a simple JSON object with keys

- phoneNumber
- formattedPhoneNumber, optional: Used for display purposes if provided.

#### **Attributes**

 default-phone-number, optional. Phone number to use in generated tel: link. If not present, textContent of element is assumed to be phone number.

## Rendering

amp-call-tracking will render as

```
<amp-call-tracking><a href=tel:$PhoneNumber>Phone number</a></amp-call-tracking>
```

#### Restrictions

AMP does not want people to use this device for non call-tracking purposes. The substituted value may be restricted to symbols commonly found in phone numbers.

# **Future enhancements**

Some call tracking vendors may want to perform additional analytics. The JSON request could additional supply amp-analytics configuration for this use case.