

The Tracking Number Split is Live

Final labeled list for routing · live as of August 19, 2026 · Prepared by Molitaris Consulting

WHAT CHANGED

Every Google Ads number now belongs to exactly one set, and we verified the swap live on the pages: a Google Ads visitor on the DUI page pulls a DUI number, and a visitor on the treatment pages pulls a Treatment number. Routing is all yours from here. Each number below is labeled the same way inside CTM, so what you see in reports matches this list.

The numbers, by set

Set	Numbers	Routing suggestion
Treatment PPC Google Ads visitors on treatment pages	(602) 313-0060 Treatment PPC 1 (602) 313-3074 Treatment PPC 2 (602) 247-6801 Treatment PPC 3 (480) 919-1389 Treatment PPC 4 (480) 919-1392 Treatment PPC 5	Your non-offshore treatment path
DUI PPC Google Ads visitors on the DUI page	(602) 344-9097 DUI PPC 1 (480) 919-1393 DUI PPC 2 (480) 919-1398 DUI PPC 3 (480) 919-1397 DUI PPC 4 (480) 919-1396 DUI PPC 5	DUI queue
Teen VIOP Fixed on the teen page only, does not rotate	(602) 342-9870 Teen VIOP	Same path as treatment (teen intake)
Main lines Shown to untracked visitors	(800) 643-2108 Treatment main (888) 822-0306 DUI main (now on the DUI page)	Route each the same as its set above

Notes

- **Branded numbers are coming as a second step.** (480) 919-1394 and (480) 919-1382 are labeled Branded PPC and parked for now. Once we wire the brand campaigns to them, brand callers will be identifiable for queue prioritization. Until then brand callers pull Treatment numbers, which matches "branded to treatment."
- **Reports look mixed for a day or two.** Visitor sessions from before the switch age out over 24 to 48 hours, so calls attributed to the old mixed pool taper off through Aug 21.
- **Nothing changed for callers or campaigns.** Same session data flows to reporting; this is a routing fix, not a reporting change.
- After you set routing, we will test-call each path and confirm together.