

CallRail

Go undefeated: Your AI-powered marketing playbook





Play 1: Get the full play-by-play on every lead

A strong marketing strategy starts with knowing the score. But when leads start coming in, most marketers only see the highlight reel and miss the critical setup behind the conversion.

Call Tracking is your assistant coach, providing a full view of every inbound lead. You'll see which campaign drove the lead, which channels made an impact, and which plays led to conversions. With CallRail, you're not guessing from the sidelines. You're calling smarter plays based on the full picture.

More clarity means smarter plays: better budget decisions, a lower cost per lead, and the clear-to-see data you need to prove your marketing's impact.

The Call Tracking Boost:



Play 2: Let your MVP turn every ring into revenue

Even the best coaches can't win if the plays rely on calls always being answered. On average, 28% of calls never reach a person, leading to lost opportunities and wasted ad spend²

Voice Assist is your always-on AI MVP — built to answer, capture, and qualify every inbound call, day or night. By making sure no lead slips through, it connects every opportunity to measurable impact and maximizes every dollar you spend driving calls — for your business or for your clients.

Fast to launch, easy to customize, and fully integrated, Voice Assist turns missed calls into qualified leads and transforms call handling from a gap into a competitive edge.



"In just six weeks, our answered calls **increased by 118%**. Voice Assist is helping us turn more calls into customers."

-Phil Green, Founder of Rapid Repair Pro



Play 3: Improve your plays with accurate insights

Your call recordings are full of game-changing insights, but most marketers don't have time to comb through every play. Conversation Intelligence[®] acts like your instant replay, providing highly-accurate transcripts and surfacing keywords and trends faster.

CallRail's Premium Conversation Intelligence™ uses generative AI to review every call like game tape, surfacing the key moments that drive smarter plays and better results.

The Conversation Intelligence advantage:




Play 4: Finish strong and convert the win

Timing is everything when it comes to marketing. When you don't follow up on leads quickly, you're missing open shots — and handing your competition the rebound.

But scaling your sales team to chase every inbound lead isn't always realistic. That's where AI jumps in to play offense, ensuring every opportunity gets a timely follow-up.

CallRail's Convert Assist is your film review, breaking down every play and helping you coach the next one with confidence.

It automatically recommends next actions, provides coaching tips, and even drafts personalized emails, so no promising lead gets left on the bench.



The need for speed with leads

8x Businesses that respond in 5 minutes or less are 8x more likely to convert a customer. ³

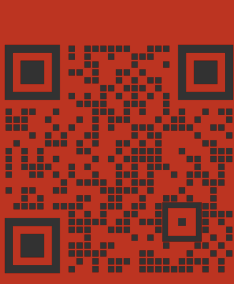
Put every play into action with CallRail

Discover how CallRail's AI-powered tools help you coach smarter, close faster, and market with total confidence.

Start your free 14-day trial today and turn every inbound opportunity into a winning move.



CallRail is the AI-powered lead intelligence platform that empowers businesses of all sizes to market like champions. Trusted by over 220,000 companies worldwide, CallRail helps you track and attribute every lead, capture and manage every call, text, chat, and form, and transform insights into game-changing strategies.



¹ Driving ROI: The Business Case for a Call Tracking and Marketing Analytics Solution, Hobson & Company, 2023, <https://www.callrail.com/learn/driving-roi-hobson-whitepaper-report>.
² Derived from CallRail Voice Assist beta participant insights, comparing performance during the program to the six months prior to enrollment
³ Lead Response Study 2021, Inside Sales, 2021, <https://www.insidesales.com/response-time-matters/>.