

# CallRail

Case Study

**Adria Marble saves time  
and gets more of the  
right leads with  
ActiveCampaign  
+ CallRail integration**





## The Challenge

# Adria Marble & Granite is a family-owned stone fabricator that installs kitchen and bathroom countertops, fireplaces, and more.

Started by his father more than 20 years ago, Irfan Sabovic and his brother now manage the family business. Since he began working with his family, Irfan has worked diligently to bring the business online.

When Adria Marble and Granite started, advertising was done via the yellow pages, faxes, and word of mouth. Irfan started with a WordPress site to give the business an online presence, but found it constantly needed debugging, crashed frequently, and was generally too technical for him to manage.



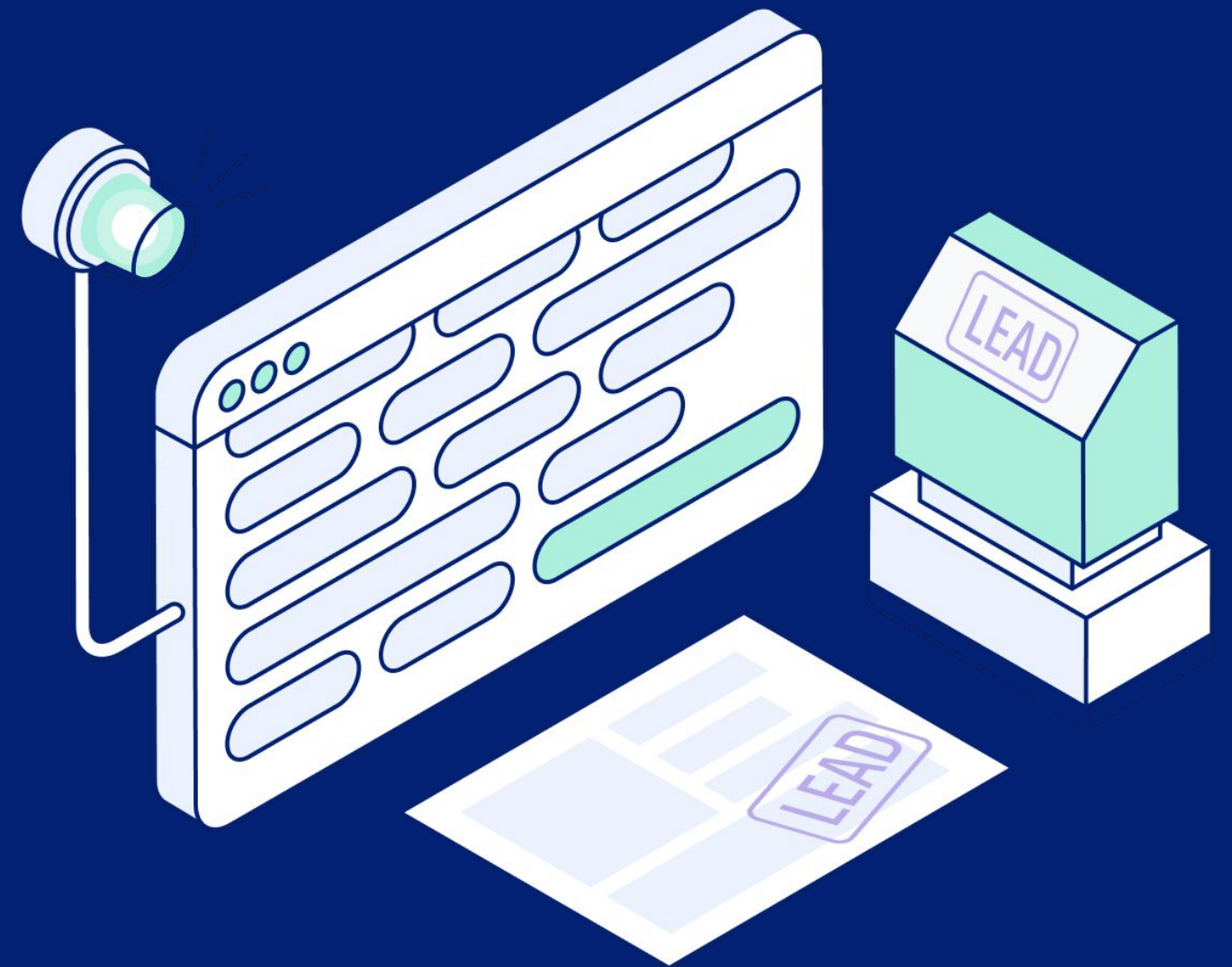
Irfan then made the switch to Squarespace, which was much simpler to set up and maintain. Next, he set up a Google Business Profile and began running Google Ads targeted at retail customers – anyone building or remodeling an apartment or home within a hundred-mile radius.

However, Irfan quickly realized there was a lot he didn't know about Google Ads despite his knack for digital marketing. "If you don't know how to optimize the campaigns, you end up spending a lot more per click and also bring in leads that you're just not interested in."

## The Solution

# By tracking leads and ad spend, Adria Marble can connect the dots

At this point, Irfan turned to Josh Berk for help. Josh is the founder of [Berk Labs](#) – a full-service marketing agency and [CallRail Agency Partner](#). Josh recommended CallRail to Irfan since Adria Marble did a lot of business over the phone. Having CallRail allowed the company to better track phone calls and tie them to Google Ads campaigns.



In addition, Irfan started using [ActiveCampaign](#) to help nurture leads from his Google Ads campaigns. [CallRail's integration with ActiveCampaign](#) allowed Irfan to automatically populate phone calls and caller data from CallRail into ActiveCampaign. He was then able to engage leads from inbound calls through well-timed emails and calls-to-action.

“I really like the fact that I can see in the ActiveCampaign platform where the CallRail leads are coming from and connect the dots,” says Irfan.

Irfan also realized he could better optimize Google Ads by using CallRail to compute the value of each campaign and see how much each phone call costs him by inputting the dollar amount of sales in the customer records.

”

***“It's pretty awesome to be able to see your revenue versus your ad spend,”*** says Irfan.

He could then track those leads in Google Analytics. “I can associate a contact with a campaign and then push that back to Google Analytics, so that's really cool.”

Having this data allowed Adria Marble to better understand which leads bring in the most revenue so they can identify and prioritize ideal customers when responding to quote requests.



# Adria Marble automates follow-up and sets its business apart

In an industry where it's common for contractors to drop the ball with follow-up to prospective customers, having CallRail has also helped Adria Marble stand out by ensuring all calls are followed up on, and no leads are lost. "A lot of contractors are busy. They don't even respond," says Irfan.



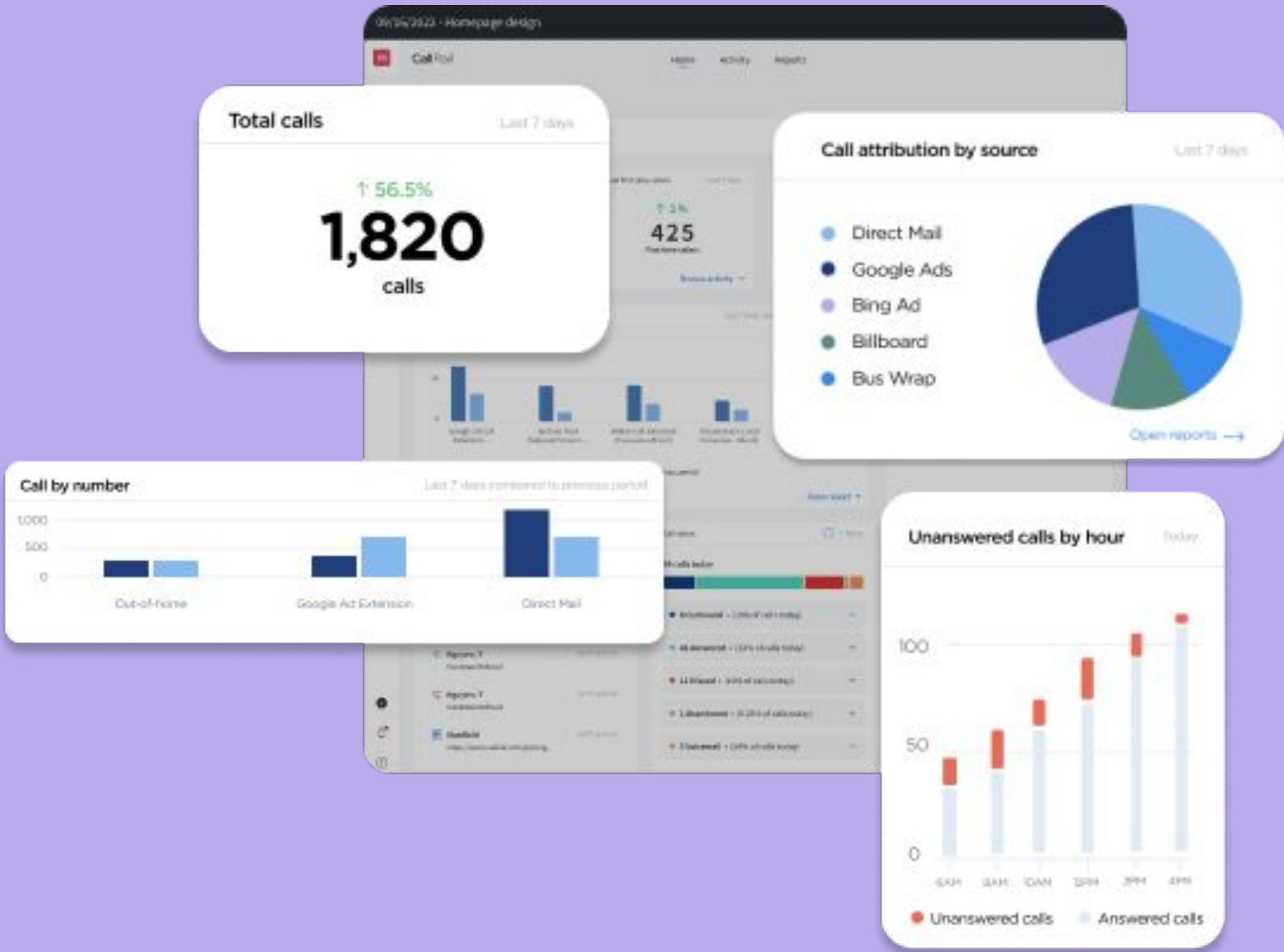
Since implementing Call Tracking, Adria Marble has been able to send out missed call texts and auto responses to customers, so they know their call was received and the company will be reaching back out.



*“I can see right away if any calls were abandoned or missed so somebody can follow up. It’s a great look for the business since word of mouth is so important...”*

says Irfan, who tries to follow up with all leads either the same day or the next day.

*“People appreciate that responsiveness. I think that's why we get a lot of jobs – because people are getting an answer right away as opposed to being ignored for a while.”*





# Adria Marble is working smarter, not harder

Thanks to the CallRail and ActiveCampaign integration, Adria Marble has been able to switch to more automated processes, ensure that all leads are tracked and followed up on, and better understand not only the cost of leads, but how to further optimize their Google Ads campaigns.



As a result, the company has been able to lower the overall cost per lead and do a better job of accurately targeting the right leads that will drive a higher dollar amount from the deals they close. “I use a lot of negative keywords when I advertise so I can sort out the lower conversion value jobs,” says Irfan.

**10-20** hours

*CallRail has saved Adria Marble 10-20 hours a week by automating lead tracking and call tracking*

CallRail has saved Adria Marble 10-20 hours a week by automating the lead and call tracking Irfan would otherwise have to do manually, either via a spreadsheet or sometimes just shouting around the office to ensure customers get a callback. With only three people handling all the sales and administrative office duties, getting these hours back for other tasks is impactful.

Being able to work smarter with a small family team and provide better customer experiences is key for a business in this industry.

*We’re improving our results at the end of the day and getting really laser-focused on what we really want to see from our campaigns,”* says Irfan.





# Use CallRail + ActiveCampaign to better understand and nurture your leads

Find more of the right leads and turn them into better customers. Ready to see for yourself the power of a CallRail and ActiveCampaign integration?

Integrate CallRail with ActiveCampaign today.