

Harness the Power of CallRail Integrations

Discover how to achieve peak efficiency and ROI with your agency tool stack



As a marketing agency, you rely on a dozen or more tools to execute clients' marketing campaigns and to track the ROI you deliver. While CallRail should be a core tool in your agency's tech stack, we know it's not the only one. This is why CallRail integrates with over 1,000 top sales and marketing platforms, allowing you to reduce tool toggling and get richer insights.

Here's a look at how your agency can take advantage of CallRail's native integrations for quick wins and greater efficiency.

1. SEO

Value: Connect the dots between SEO and calls automatically

Get the full picture of how all your organic and paid search channels are doing at once while saving significant time. With the Google Ads integration, you can automatically report Google PPC and form submissions to Google Ads as conversions. Likewise, our Google Business Profile integration allows you to use a call tracking number to record calls, collect contact info, and track visitors across your site and other channels and bring this data into your standard CallRail reports to see how it stacks up against other channels.

- [Google Analytics](#)
- [Google Business Profile](#)

2. Advertising Platforms

Value: Link advertising data with call and text data

You can use CallRail's integrations to pull in specific details about ad platforms, including paid keywords, match type, ad position and device. Use these insights and other call details, such as who converted over the phone or called in, to create lookalike audiences or re-target customers who called but didn't convert. You can also automatically send calls and texts into Microsoft Ads as Offline Conversion Events and get reports automatically.

- [Google Ads](#)
- [Bing Microsoft](#)
- [Facebook](#)
- [Instagram](#)

“Your product [CallRail] makes it really easy to pass that data back into Google and know exactly which keywords or ads are driving leads ... it just gives you that much more information to optimize on the campaign side.”

– Ryan Burt, Founder, Lars Marketing

3. Website & Landing Page Builders

Value: Track website visitors with call tracking phone numbers

With CallRail's integration and dynamic number insertion, you can track which source or marketing campaign brought a visitor to your site (including PPC keywords they searched), which pages they visited, and what they did before and after calling your client's business. This integration allows you to properly attribute phone calls and texts to your efforts to optimize landing pages through A/B testing and allows you to showcase full lead attribution.

- [Unbounce](#)
- [Wordpress](#)
- [Wix](#)

4. Marketing Automation & Campaign Management

Value: Get deeper insights into what drives sales

Seamlessly sync data between platforms like Marketo and ConstantContact to track phone calls and text messages from online marketing campaigns to understand what's driving conversions and how to improve personalization. Using these insights, you can also segment and target contacts based on their engagement with sales or marketing events, send automated email campaigns when certain data fields are updated, and optimize sales conversations based on tracked marketing engagement data.

- [ConstantContact](#)
- [Marketo](#)

“It was so simple to set up — we downloaded a plugin, activated it, and it started swapping in our tracking numbers. With other call tracking solutions we've used in the past, it used to be a nightmare to swap numbers in and out like this.”

– George Gavalas Head of Digital Marketing, Bonfire

5. Reporting & Data Visualization

Value: Accelerate your time to insights

With these CallRail integrations, you can reduce reporting time by up to 50% and use the reporting tools you love to create customized reports with enhanced data visualization in minutes. In addition, you can schedule automated reports and analyze call tracking campaign performance across all the CallRail metrics that matter to you – such as answered vs. missed calls or online/offline source attribution. Having these insights will help prove to clients that your marketing efforts are driving phone calls and leads.

- [AgencyAnalytics](#)
- [NinjaCat](#)
- [Supermetrics](#)

6. CRM & Business Management

Value: Automate nearly any sales process

CallRail's integration with HubSpot and Salesforce help to identify which marketing campaigns are driving inbound phone calls, text messages, and forms, and how those leads convert into dollars. Call recordings, marketing source, PPC keyword, landing page, and call duration can be accessed directly inside Salesforce or HubSpot so you can measure the true ROI and optimize marketing channels and campaigns to redirect spend based on performance.

- [HubSpot](#)
- [Salesforce](#)

“The integration [with HubSpot] makes it so much easier for our clients to integrate their calls with the same sales systems and tracking they use for everything else. As agency marketers, we're also able to follow the customer journey from original source to sale to optimize our clients' marketing.”

– Amber Callan, Chief Operation Officer, Agile & Co

7. Virtual Receptions & Answering Services

Value: Stop missing calls and start maximizing revenue

Integrating a virtual receptionist or answering service allows you to forward calls directly from any tracking number and seamlessly automate the transfer of inbound calls. This way, your agency will never miss a call or have it go to voicemail – even after hours. You can even use a virtual receptionist to pick up the slack for your clients' call-driven campaigns to ensure no call gets missed and that you're maximizing all your call-driven campaign activities for clients.

- [Ruby](#)
- [Smith.ai](#)
- [Nexa](#)

8. Create Custom Integrations

Value: Build your own integration to fit your needs

Build custom integrations through no-code tools like Zapier, which allows you to trigger certain actions based on events within CallRail. You can also leverage our best-in-category API or webhooks to send real-time notifications to your own web applications and reporting systems. You can even use API and webhooks to trigger your apps to automatically communicate with one another, eliminating tedious tasks and making your workflow more efficient, and creating reporting that speaks to the needs of your clients.

- [Zapier](#)
- [Webhooks](#)
- [API](#)

“CallRail metrics are crucial to our clients, and their API allows us to combine those metrics with KPIs from other tools we use in one beautiful app.”

– Matt Coffy, CEO, CustomerBloom



CallRail

See what CallRail can do for your agency.

[Learn more about all the integrations we offer.](#)