



**HOBSON & COMPANY**

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# **Driving ROI**

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**The Business Case for a Call Tracking and  
Marketing Analytics Solution**

## The Business Case for a Call Tracking and Marketing Analytics Solution

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Companies that rely on inbound phone calls to generate leads, close deals, and grow their business often have little visibility into which of their marketing campaigns are the most effective. Marketing dollars are spent on multiple channels, and without a solution to track, monitor, and analyze the inbound calls, it is virtually impossible to know which messaging channel generated a call.

When aiming to reduce cost per lead and customer acquisition costs, companies need visibility into which campaigns drive leads and how to increase overall lead volume. They need answers to questions, such as “Which keywords are the callers using during the call?”, “Are the callers qualified?”, “Are company reps engaging with the callers properly?”, and “Are there many missed calls?” Addressing these questions is critical to improving marketing ROI and sales close rates.

Hobson & Company (H&C), a leading research firm focused on Return on Investment (ROI) studies, worked with CallRail, a leader in call tracking and marketing analytics solutions, to explore these challenges and learn how industry leaders are responding. H&C conducted independent research consisting of in-depth interviews with numerous CallRail customers and found that Call Tracking and Premium Conversation Intelligence™ addressed specific customer challenges to deliver a quick and compelling ROI.



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### The impact of CallRail is not only strategic but measurable.

Based on this analysis, a company using 43 phone numbers and 1,700 minutes, with a \$40 cost per lead and \$120 average order value would pay back the cost of Call Tracking and Premium Conversation Intelligence in 3.0 months and generate an ROI of 304% in 1 year.



## Challenges for Marketing-Driven Companies

Customers interviewed for this study noted that there are consistent challenges in understanding how marketing spend translates into leads and revenue. Below is a list of some of the most universal concerns.

### Call Management



Business owners, managers, and agencies all noted that it is critical for them to understand who is calling the business and whether the call is qualified or not. Very few had tools that automatically identified qualified leads or monitored calls to identify keywords, sentiment, and appropriate customer service. And, trying to manage calls by listening in was an impossible time commitment.

### Ineffective Marketing Spend



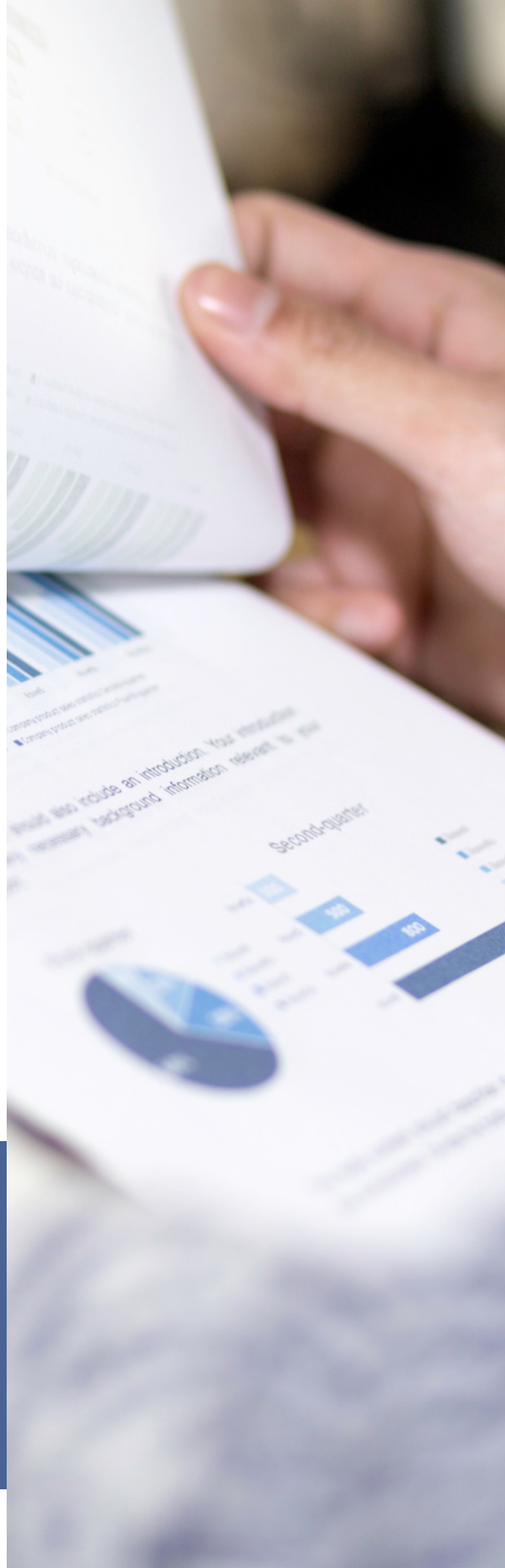
Companies spend significant money to advertise their business but have little insight into which marketing campaigns and channels are actually driving leads resulting in potential excess spending and increasing customer acquisition costs.

### Unqualified Leads



Lacking an understanding of which campaigns, if any, drive leads that convert results in a significant number of unqualified leads. Driving up call volume with extraneous calls can result in higher missed calls, more negative interactions, and lower close rates as the company weeds through calls.

**Customer research identified six benefits  
of Call Tracking and Conversation  
Intelligence across three key business  
objectives:  
Improve Operational Efficiencies  
Optimize Marketing Spend  
Drive Revenue**



# Improve Operational Efficiencies

## Reduce time spent qualifying leads

Conversation Intelligence eliminates manual lead qualification by using artificial intelligence to automatically classify the inbound call as a qualified lead. Conversation Intelligence's automation rules create customizable triggers that automatically tag, score, and qualify calls based on parameters each business can customize to their needs.

**"Practices no longer have to ask 'how did you find out about us.' It is a much more seamless patient experience. We have 100% accuracy and there's no room for human error."**

- Senior Director, Performance Marketing

**50%**

DECREASE in time spent qualifying leads per customers interviewed

## Reduce time spent reviewing and analyzing calls

Conversation Intelligence automatically transcribes and analyzes all calls with near human-level accuracy with accurate keyword spotting, accurate auto-tagging, and lead qualification.

**60%**

REDUCTION in time spent reviewing and analyzing calls per customers interviewed

**"With Conversation Intelligence we can see how each office handles incoming calls. Previously we needed to listen in on all calls which was crazy. CI speeds up the time to drill down on call quality, and now we can see at a glance if the dealers meet the quality criteria by looking for keywords in the transcript."**

- Owner, National business

# Optimize Marketing Spend

## Reduce cost per lead

Call Tracking provides real-time information on advertising, marketing, and email campaigns--both online and offline- by tracking the source and previous activity of every visitor to reduce customer acquisition cost (CAC). Call attribution connects incoming calls to marketing and promotional efforts as well as visitor tracking with dynamic number insertion (DNI), reducing excess spend on under-performing channels and campaigns as well as spend on a number pool.

Conversation Intelligence's automatic lead qualification, tagging, scoring, and keyword spotting allows for improved ad copy and bidding strategy based on real call data and AdWords integration.

**"With CallRail we can identify which campaigns are more efficient. Last month, we dropped 2 campaigns that did not bring in any leads."**

- Administrator, Law Firm

**20%**

REDUCTION in cost per lead per customers interviewed

(Impact: 10% Call Tracking, 10% Conversation Intelligence)

# Drive Revenue

## Increase number of leads with reduced missed calls

Call Tracking manages the routing and flow of inbound calls generated by specific campaigns to the most appropriate department and/or team member. The “missed call report” provides insights to staff accordingly during expected high peak times.

**"We used the missed call report to analyze efficiencies in call staffing. We replaced 3 screeners who were not performing well and as a result, our unanswered call rate went from 30% to 21%."**

*- Administrator, Law Firm*

**10%**

INCREASE in number of leads with reduced missed calls per customers interviewed

**10%**

INCREASE in number of leads with better marketing insight per customers interviewed

(Impact: 5% Call Tracking, 5% Conversation Intelligence)

## Drive more leads with better marketing insight

Call Tracking's call attribution uses dynamic number insertion (DNI) to highlight the referrers, landing pages, and device types to understand exactly which ads, keywords, and campaigns drive individual leads to call, text, or submit forms.

Conversation Intelligence's automatic lead qualification, tagging, scoring, and keyword spotting via transcribing calls allow for improved ad copy and channel marketing based on real call data.

**"We have better insight and can see if a specific term drives a call."**

*- Senior Marketing & Business Analytics Manager, eCommerce platform*

## Improve call lead-to-close rates

Call Tracking's call attribution tags each lead so that reps know automatically whether the lead is responding to an offer in a listing, online ad, a flyer, or something else. Using customized call flow, every lead can have personalized call routing, hold messaging, and other automations based on their campaign source or region.

Premium Conversation Intelligence's real-time call sentiments can pinpoint customers and conversations that might need extra support from a team lead or manager. Automation rules prioritize high-value leads and trigger follow-up based on keywords that matter to the business.

**"Using the CallRail sentiment report, I can see which calls were 'slightly negative' and coach the office staff on improving the tone of the calls which has led to an increase in close rates. I wouldn't have been able to do this with the CallRail transcripts and tagging."**

*- Owner, 5-Store Regional Business*

**7%**

INCREASE in call lead-to-close rates per customers interviewed

(Impact: 2% Call Tracking 5% Conversation Intelligence)

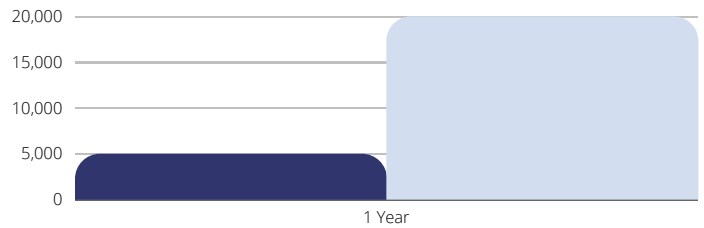


## Research Results

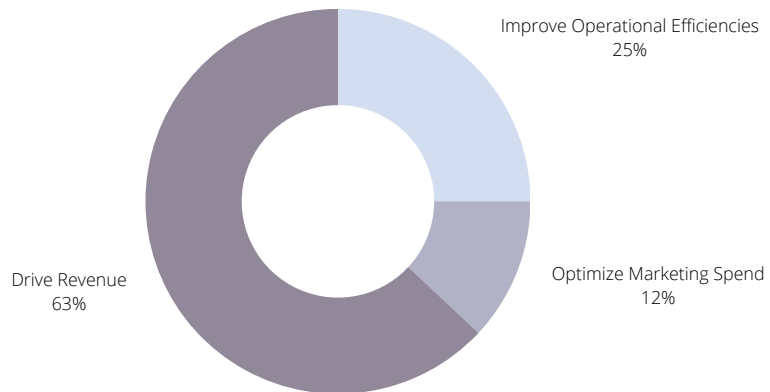
The value of a call tracking and marketing analytics solution is immediate and demonstrable. For this case study, the financial impact of Call Tracking and Conversation Intelligence is represented by a company with 115 leads per month and purchases 43 numbers and 1,700 minutes from CallRail.

For this typical company, there is a positive return in 3,0 months and a 1-year ROI of 304%, with annual benefits exceeding \$20,000.

### Investment vs. Return



### Benefits by Business Objective





## About CallRail:

CallRail is the AI-powered lead intelligence platform that makes it easy for businesses of all sizes to market with confidence. Serving more than 200,000 companies worldwide, CallRail's solutions help businesses track and attribute each lead to their marketing journey, capture and manage every call, text, chat, and form, and use insights surfaced by AI to optimize their marketing.

Founded in 2011, CallRail has grown its award-winning platform from G2 top-rated inbound call tracking software to include form tracking, AI-driven Conversation Intelligence™, and business communications products. Fitting seamlessly into existing workflows, CallRail integrates with leading marketing and sales software including HubSpot, Facebook, Salesforce, and Google Ads and Analytics. Read more about us at [www.callrail.com](http://www.callrail.com)

## About Hobson & Company

Hobson & Company helps technology vendors and purchasers uncover, quantify, and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. For additional information, please visit [www.hobsonco.com](http://www.hobsonco.com).

## Disclaimer:

The Return-on-Investment (ROI) and other financial calculations performed by this tool are based on data provided by CallRail customers and various assumptions and estimates only. The actual ROI realized by customers may vary from the estimates provided. CallRail offers this tool to assist customers with evaluating access call tracking solutions, however, CallRail and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

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