

CallRail

4 ways Call Tracking helps agencies retain clients

Struggling to keep your agency's clients?

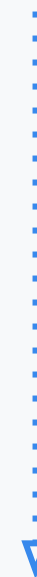
You are not alone. The [majority of agencies](#) report that they only retain their clients for one or two years.



So, why do those
clients hit the road
in the first place?



Here are a few common retention hurdles that agencies face —
and how call tracking can help you overcome them.





Client retention hurdle #1:

They don't see your value

Maybe your client's campaign was wildly effective. But that doesn't mean much if you can't prove it to them.

How many contacts actually came from that bus wrap? Or that flier?
Or that billboard?

Solution:

Some initiatives can be hard to quantify. But, with call tracking, if you can put a phone number on something, you can track it. That means you and your agency clients will understand exactly how many calls and contacts your campaigns are generating — whether they're digital methods or out of home marketing efforts.



Client retention hurdle #2:

They aren't seeing growth or improvement

When a campaign is a major success, your clients don't just expect you to repeat that win—they expect you to build on it. Fortunately, call tracking gives you information about what client campaigns are (and aren't) working well, so you can make more strategic decisions about future efforts.

Solution:

It's not just a numbers game. Call tracking reports will show you call volume, but also what marketing efforts are delivering high-value leads and the cost of acquisition per channel. You'll have the data you need to make choices that lead to even bigger wins for your clients.



Client retention hurdle #3:

They're worried about their investment

Working with you is a decent expense and your clients understandably want to make sure they're getting a good return. Beyond tailoring their marketing methods and messaging, call tracking will help you make the most of every single one of your clients' dollars.

Solution:

Does call tracking reveal that billboards are working well? You can reallocate some budget and double-down on purchasing more billboards. Your clients will have increased confidence that you're maximizing their budget as best as you can.



Client retention hurdle #4:

They're struggling to keep up with the results you're generating

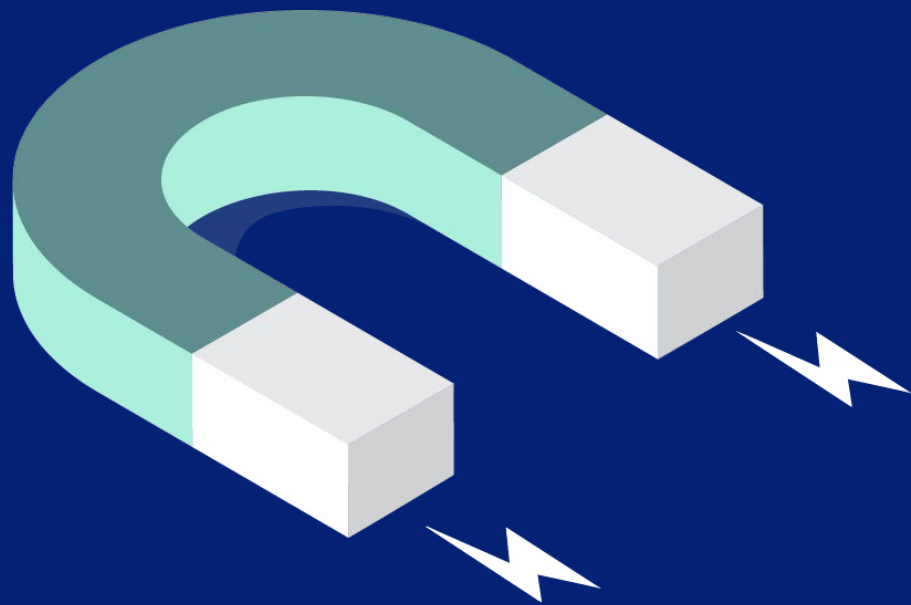
The campaigns you've created for your clients have been successful. So successful, in fact, that they're finding it tough to keep up with all of the new inquiries while still delivering the personalized customer interactions they pride themselves on.

Solution:

Call tracking allows your clients to tailor each lead's experience with personalized call routing, hold messaging, and other automations based on the campaign source. That means they can easily keep those leads on the hook, without a ton more effort.

CallRail

Ready to use the power of call tracking to delight your clients and level-up your agency's retention?



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