

CallRail

Case Study

**How CallRail  
helped elevate  
Above the Bar from  
marketing agency to  
business consultant**



# “All we’re getting is junk!”

Lindsay Marty’s client call had taken a turn. It wasn’t the first time she had to field this kind of complaint—or had evidence to the contrary.

“Really?” Lindsay objected as she logged into CallRail. “You got 57 calls from that campaign. How many of those did your firm retain? Did those you didn’t inform business decisions that boosted your bottom line?” As her client began to understand the value of the agency’s work, their perspective changed.

The Founder and CEO of Above the Bar Marketing, Lindsay has focused her career on digital marketing for law firms. She’s also committed to tracking and reporting on the source of every lead her agency produces for its clients.

“Potential clients tell us they’re spending money on a bunch of different things. They know something's working — they just don't know what it is,” Lindsay explained. “CallRail helps us reveal what's bringing in actual business and what's not, so our clients can spend their marketing dollars more wisely.”



**Lindsay Marty**

Founder and CEO, Above the Bar Marketing

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**Lindsay Marty**

Founder and CEO, Above the Bar Marketing





## Results

# \$1,000 per month

Wasted ad spend eliminated



## How Above the Bar relies on CallRail:

### Call Tracking

See which sources & keywords are driving quality leads

### Call Recording

Identify opportunities for staff training & coaching

### Integrations

Connect call data to Google Analytics

Track Google My Business conversions

# “We have to use CallRail for all our clients”

Before launching her own digital marketing agency, Lindsay was employed by a large national legal marketing company. Digging into a pay-per-click project, she discovered CallRail Call Tracking. She was “blown away by the technology and the level of transparency I could offer clients, including the exact ROI for their marketing dollars.”

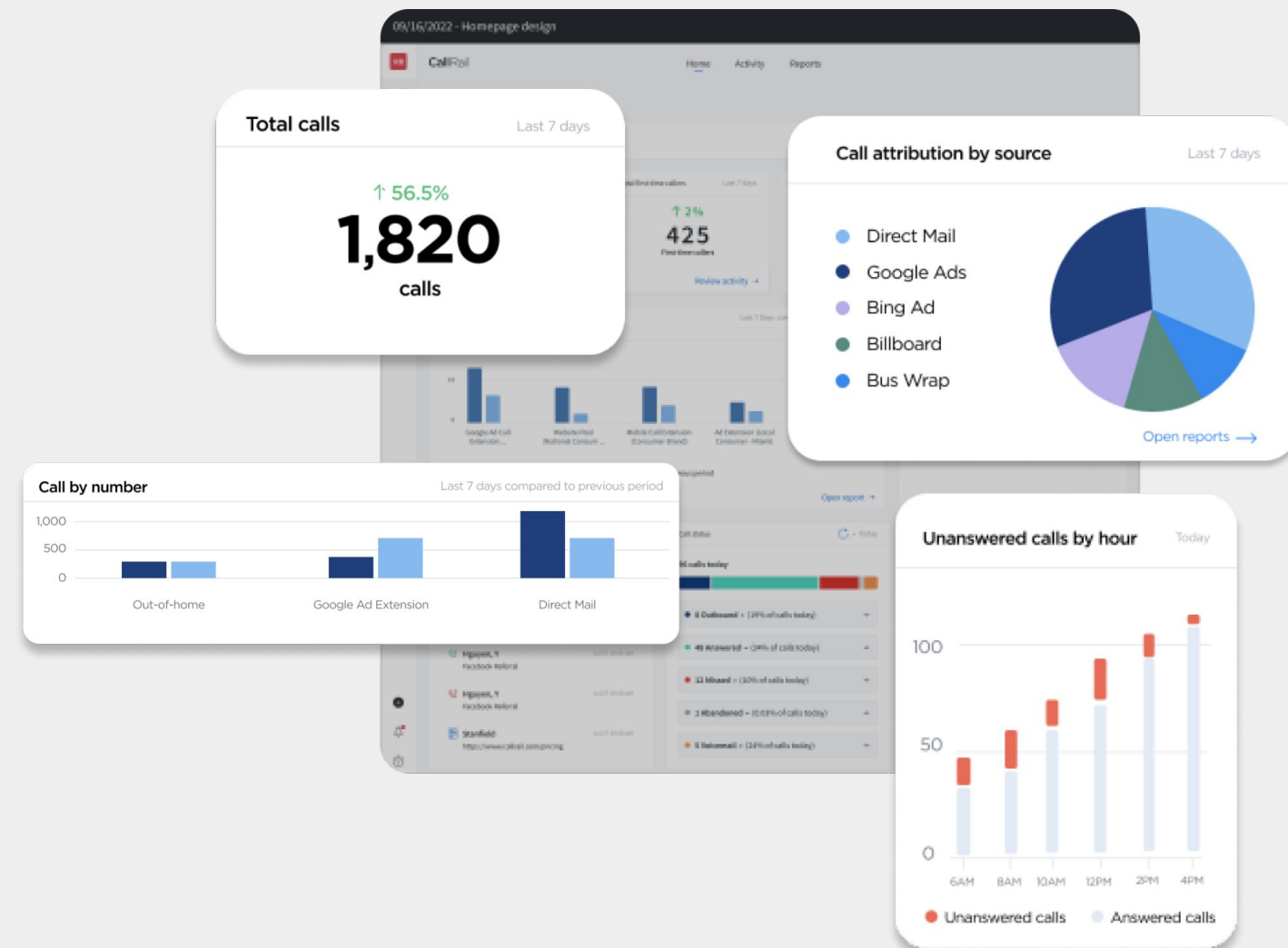
That’s when Lindsay decided, “Gosh, we have to use CallRail for all our clients.” When her employer disagreed, Lindsay was so adamant she set off on her own and ultimately implemented CallRail for “every single one of my website clients.”

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*Call Tracking has helped at least 75% of our law firm clients reallocate money in the right ways. Let's say one is spending a thousand dollars on a marketing platform, it's renewal time, and we see it's not doing anything for them. We'll say, you can pocket that money, but we recommend you put it where you're seeing great ROI.*

**Lindsay Marty**  
 Founder and CEO, Above the Bar Marketing

Agency clients experience Call Tracking through ROI tracker®, Above the Bar's proprietary campaign dashboard. Call data from CallRail is its backbone, so Call Tracking needed to seamlessly connect other marketing tools and platforms. Because CallRail offers 50+ integrations (including industry-specific tools like Lawmatics, Filevine, and Clio) the process was easy. Lindsay confirms, "That's why we're looking into more ways to integrate CallRail."

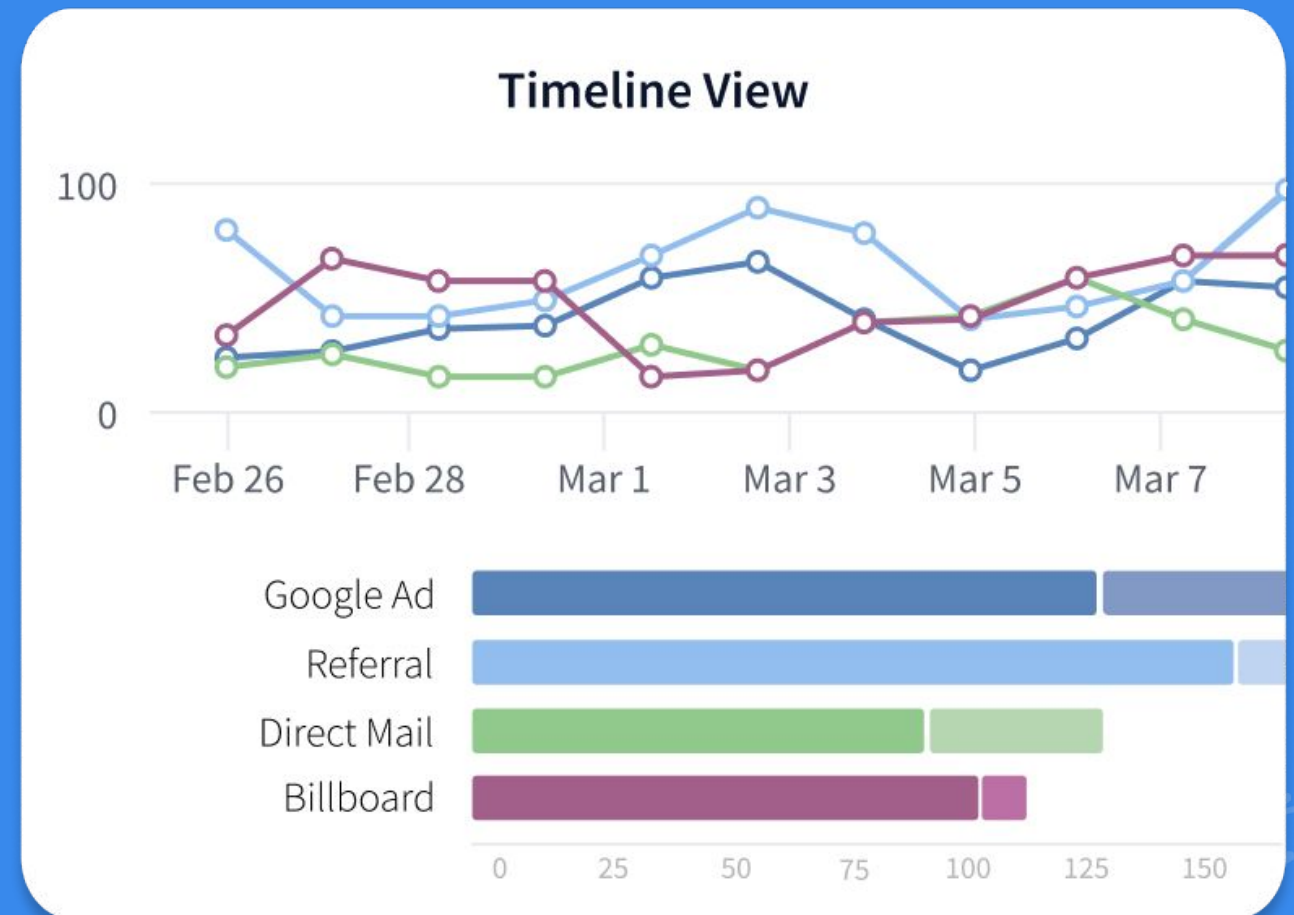


# Attracting and retaining clients

Competition between digital marketing agencies is fierce—especially in the legal space, where clients are typically more loyal and profitable than those in other industries. In addition to helping Lindsay’s team prove which ads, campaigns, and keywords make their clients’ phones ring, CallRail has helped Above the Bar hone its competitive edge.

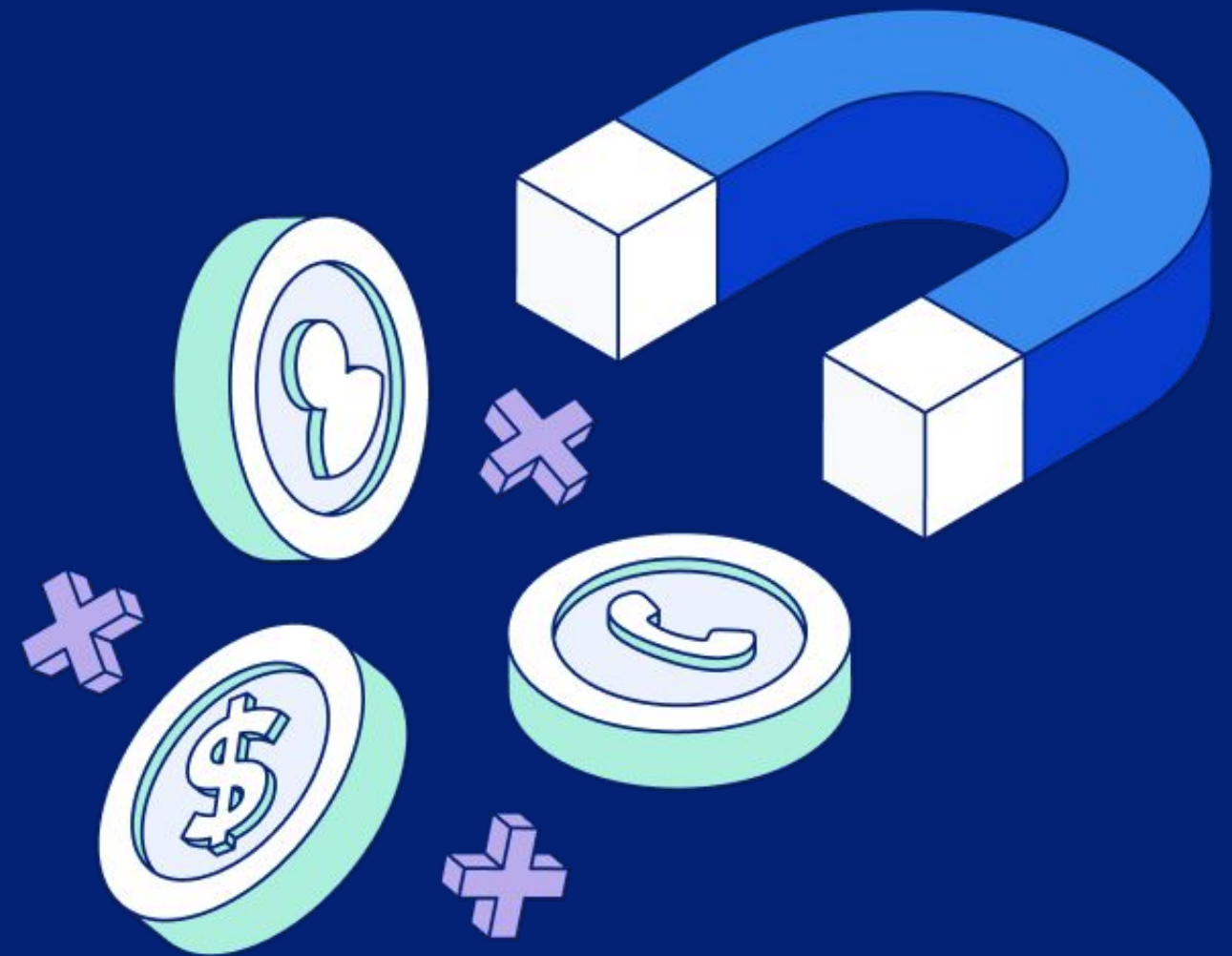
“CallRail is the main reason our clients think of Above the Bar as a business consultant and not just another digital marketing agency,” notes Lindsay. “It’s transformed what we do in a way I wasn’t even expecting. Being able to show clients each customer’s complete journey—it’s powerful.”

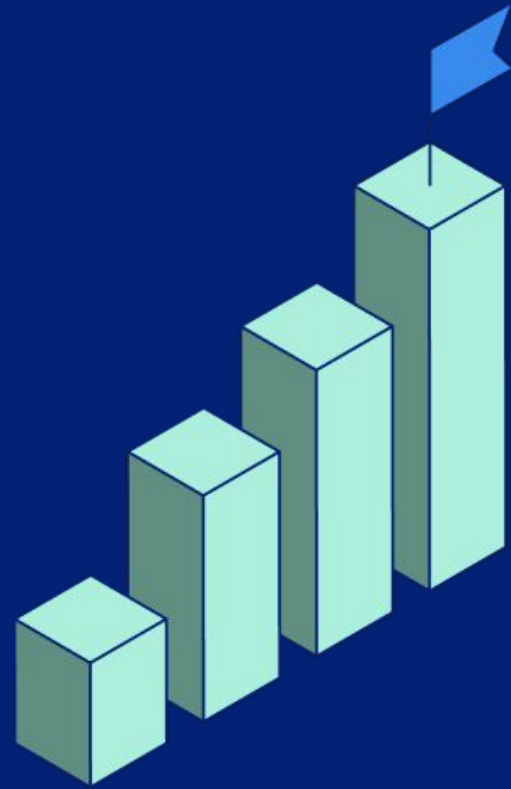
Client retention is another CallRail benefit. “It makes us more sticky,” Lindsay added. “We haven’t had any clients leave us since we started using the platform.”



# How agency partnership makes dollars (and sense)

As Above the Bar continued to grow, they decided to become [CallRail agency partners](#). “All our new website clients get a CallRail account when we sign them,” Lindsay states. “Obviously, it's a bonus that we get 15% revenue share, but we would still be CallRail partners without it.”





Among CallRail Partner Program benefits: training and certification, marketing tools, sales support, and leveled-up support with a dedicated account manager. “We always know someone will quickly respond whenever we need help with an account,” says Lindsay.

“Our account manager is always ready to dive in and figure things out. He even flew in for our annual meeting, to train our team. He’s always willing to help us become better users.”

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**Lindsay Marty**

Founder and CEO, Above the Bar Marketing



# Real-world counsel for up-and-coming attorneys

With many brand-new law firms among her agency's clients, Lindsay decided to found a different kind of law school to help them get their practice off the ground: **Above the Bar Academy**. Future lawyers don't receive much education in marketing their practice while in law school. The Academy aims to fill that gap by offering courses and tutorials about starting a practice, branding, websites, search engine optimization, and social media.

"Any attorney who's looking for insights into how to start their own firm, everything they need is available in this single hub. It's also a resource for law students: everything they need to know about real-world practices they didn't learn in law school."

Like call tracking? "Yes," Lindsay replies enthusiastically, "definitely call tracking."





# Elevate your digital marketing agency.

Definitively prove return on investment to clients. Drive more, better clients to your agency—and make them stickier. Open a new revenue stream.

[Try CallRail free](#)