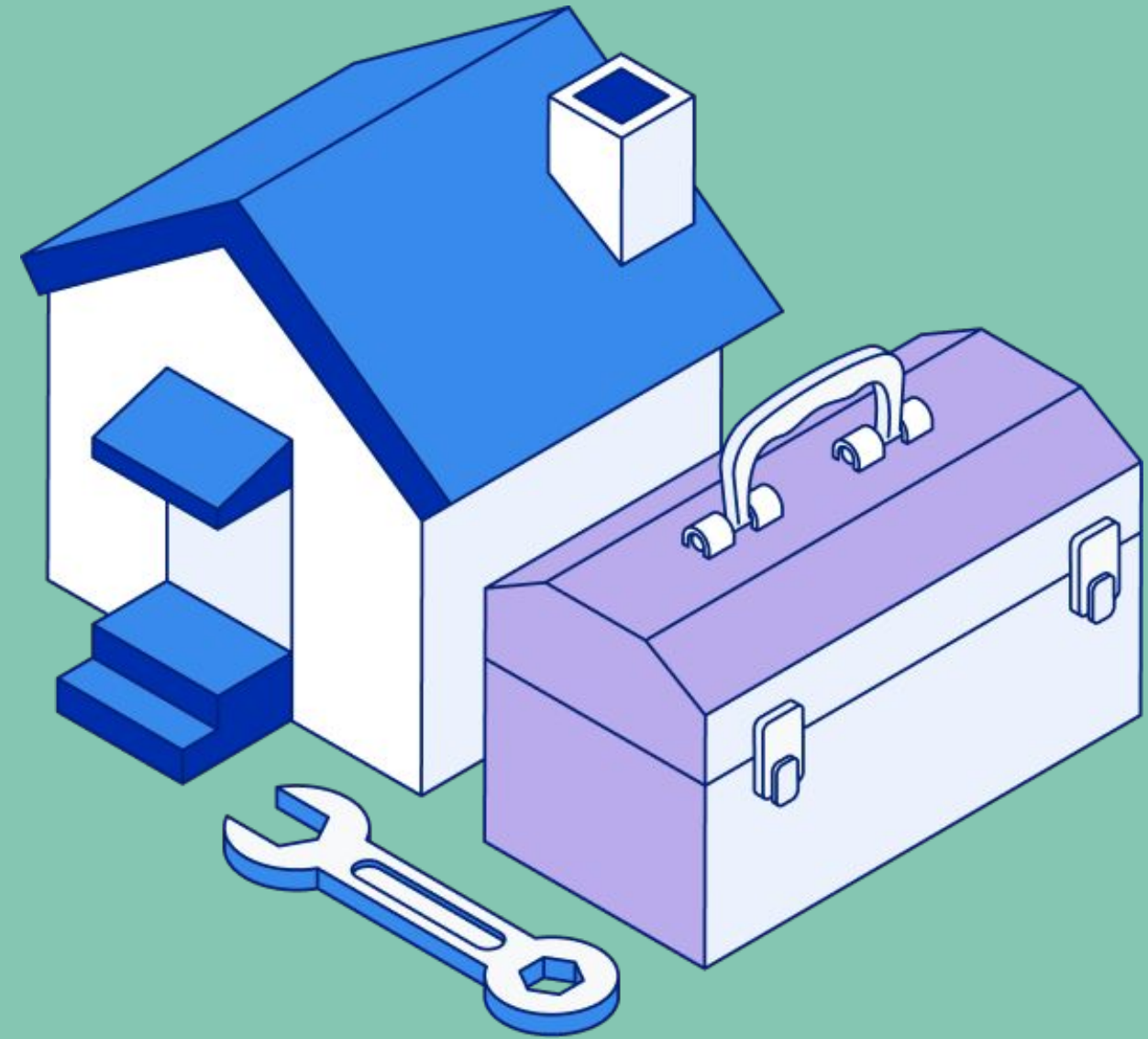


CallRail

Call Tracking 101

For Home Services Businesses



Introduction

If your home services business receives calls from leads, you need call tracking. Call tracking software collects data about the people who call your business and connects that information together. This allows you to know definitively which marketing campaigns are working for you — and which aren't.

Call tracking is an essential element of any effective marketing strategy, and because of this, it's a vital piece of your home services strategy. In addition to showing you which marketing activities are driving calls, it gives you visibility into what your customers are saying and feeling so you can improve your products and services.

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What is call tracking?

Have you ever asked a caller, “How did you hear about our business?” With call tracking software, you’ll know the answer before you even pick up the phone.

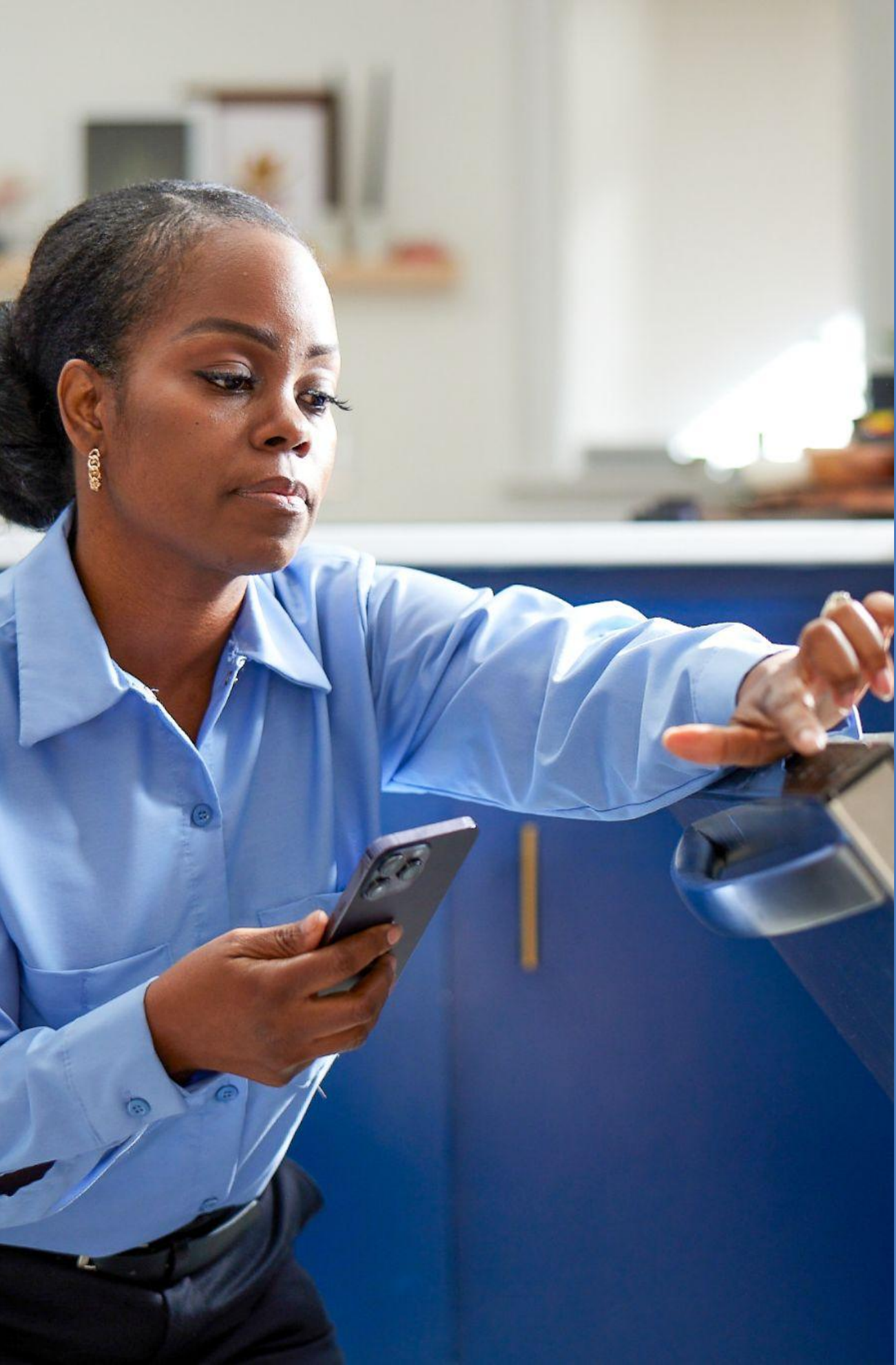
Call tracking enables you to tie phone calls coming into your business to the specific ad, campaign, or keyword that led those people to pick up the phone. When you know which advertising campaigns make your phone ring, you can better measure their success — and optimize your marketing strategy to improve your return on investment (ROI). Without this tracking, you are flying completely blind.

The importance of tracking inbound and outbound calls for home services businesses

When you invest in call tracking software, your marketing performance reaps the benefits. You'll have the ability to:

- Match inbound phone calls to the marketing campaigns that drove them
- Measure online and offline marketing campaign performance
- Understand which keywords are generating your leads
- Improve your customer experience to build loyalty and retention





How call tracking works

At its most basic level, call tracking is pretty simple: it assigns a unique phone number for each marketing campaign — whether it’s digital or analog — and calls to that number are tracked and forwarded to your main phone line. This most basic version is known as “source-level tracking”.

A more advanced type of call tracking is known as “visitor-level tracking.” It works by using website cookies and dynamic number insertion (DNI) to track online activity and to assign each offline marketing piece its own phone number.



How OK Plumbing uses call tracking

Harry is the owner of OK Plumbing, located in Chicago, Illinois. Like most home service pros, phone calls are the primary way in which his business is contacted by prospects and current customers. They call the business to schedule a consultation, ask questions, and request other information.

Harry has a small marketing budget, really tight margins, and not much time to analyze how well his marketing is doing, but he's sure he could be getting a better return on his investment. He's noticed his business isn't doing as well as some of his larger, more established competitors like McCallister's Plumbing & HVAC. Harry's marketing channels include:

Harry's marketing channels include:

- Facebook ads
- Paid search
- Ads in the local newspaper

To get to the bottom of things, Harry decides to try call tracking to get a better sense of what's working — and not working — with his marketing.



Tracking and analytics

Before call tracking, Harry used the same phone number for all of his marketing efforts. After adding call tracking, he uses different numbers for all three channels and another for his company website.

After the first month of tracking calls, here's what Harry found:

Tactic	Tracking Number	Results	Total Cost	Cost per Acquisition
Facebook Ads	444-1222	27	\$600	\$22.22
Paid Search	444-1333	56	\$800	\$14.29
Newspaper Ads	444-1444	7	\$1000	\$142.86
Organic Search	444-1555	3	n/a	n/a

Based on this information, Harry now knows four things:

1. Paid search is his most successful and cost-effective channel
2. Facebook ads are expensive and don't yield as many calls as paid search
3. His newspaper ads have a very high cost per acquisition
4. His website doesn't generate many phone calls

After determining that paid search is the most lucrative channel, Harry wants to see if he can get an even better ROI for his ads. He uses two different call tracking numbers to test this. Ad #1 uses "Top plumbers," and Ad #2 uses "Chicago's most reliable plumbers." After running the ads for a few weeks, Harry looks at the results.

Ad #1 generated 34 clicks, 13 calls, and 4 appointments.

Ad #2 generated 22 clicks, 39 calls, and 12 appointments.

If he only measured by clicks, Ad #1 would be the clear winner. But because Harry is now using call tracking, he can see that clicks alone don't give him a complete picture of his marketing results. Ad #2, which had significantly fewer clicks, generated more than three times as many calls, because customers were dialing the phone immediately after seeing the ads on their Google search results page.

Using what he learned from call tracking, Harry makes the following changes to improve his marketing ROI:

- Incorporates the word “Chicago” into his ad copy to improve his local search presence
- Cancels his newspaper ads in favor of putting that money toward paid search
- Updates his Facebook Ads targeting and messaging to improve results
- Updates his website copy and adds new blog posts to generate more organic traffic

Call tracking helps OK Plumbing generate more leads for less money, but that's just the beginning. Once someone picks up the phone to call the business, there are more insights to be gained — that's where conversation intelligence comes in.

Conversation Intelligence

CallRail's Conversation Intelligence uses artificial intelligence (AI) to pull information from your phone calls that is the most valuable to you and your business.

In addition to automated recordings and transcriptions of your calls, conversation intelligence gives you automation rules: You choose the words and phrases you want to listen for, and automation rules highlight them every time they're spoken.

For example, you might want to note anytime someone mentions the word "estimate" so you can be sure they get a follow-up call. Or you might want to highlight a specific service you offer to see how many people are calling about that item.

Let's go back to OK Plumbing. Say Harry made the changes mentioned in the last section based on the data in his call tracking dashboard. But even after making the changes and seeing an increase in the number of calls he receives, there hasn't been a corresponding uptick in new customers.

Harry uses conversation intelligence to get to the bottom of things. He listens to several call recordings to hear what his customers are saying. Lo and behold, Harry quickly realizes his receptionist's plumbing knowledge isn't quite up to par, leaving potential customers confused, frustrated, and ready to call one of his competitors.



He also notices a trend of potential customers asking questions about leaky pipes and flooding in their basements. One prospective customer also asked about whether he does commercial plumbing. Harry doesn't mention winterizing or commercial plumbing much on his website because he traditionally focused on toilet and sink repair — but his conversation intelligence data suggests he should expand.

If call tracking and analytics tell you the "what," conversation intelligence tells you the "why." Together, call tracking and conversation intelligence make effective tools for home services businesses. They help contractor pros to not only make smarter marketing decisions but to make better decisions about their entire customer experience, from frontline support to service offerings and more.

How to choose a call tracking provider

When choosing call tracking and conversion reporting tools, there are dozens of companies that claim to offer top-tier services. When you look at your choices, start with a basic question: Which platform fits best with your firm's goals and the path it needs to take to reach them?



While all call tracking software has standard requirements to fit into the category, you should look at several key differentiators when evaluating your options:



Price



User ratings



User interface



Call routing features



Call recording & conversation intelligence features



Spam detection



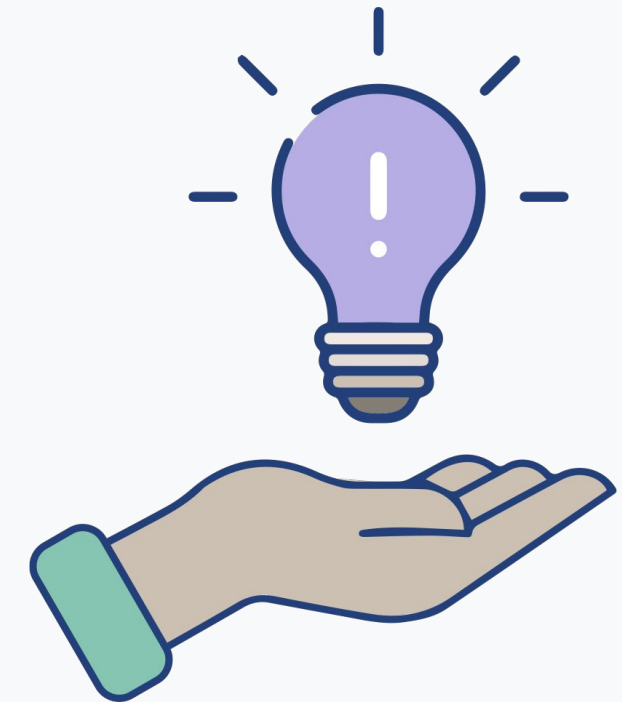
Ease and sophistication of reporting



Client fit (for agencies)

To determine which call tracking features are most relevant to your business, identify your biggest pain point when it comes to phone calls. One call tracking service may include a feature that helps you address that pain point while another doesn't.

If your biggest concern, for example, is identifying what marketing campaign or channel is bringing in the best prospects, reporting and conversion tracking should be a major consideration.



On the other hand, if call data isn't as important to you today as routing calls to the right person at the right time, you may want to prioritize call routing and user interface.

Or maybe you need both inbound and outbound call tracking capabilities? Meaning, whether calls are coming into or out of your business, you have a complete timeline starting from the campaigns and keywords that generated a particular lead to each and every inbound and outbound call that took place along the prospect's journey with your business. In order to make shopping around easier, come prepared to ask your prospective call tracking provider the following questions:

What features are standard?

Call tracking providers share some features, but there can be a big difference in how much they charge for those features. For example, one provider may charge more per minute for call transcription if you're on their standard plan, while others may have a set rate for smaller plans and a discount for larger plans.

What is your monthly rate and rate per minute?

All call tracking providers charge a monthly rate that depends on the size of the plan you buy. More expensive plans typically include integrations with other software providers and other advanced features that are excluded from lower-tiered plans.

It's *extremely* important to keep in mind that not all call tracking providers include minutes in their plans. For example, one provider may include 500 minutes in a plan, while another doesn't include any charges solely based on usage.

This is crucial when selecting a call tracking provider that fits your budget. Depending on your needs and usage, a company's pricing and packaging can have you overspending for things you don't need or use. Remember OK Plumbing--Harry needs to keep his fixed costs as low as possible while receiving the maximum number of minutes and numbers he can get with his budget. He and his assistant have to spend their time providing the plumbing services to their customers.

Do you integrate with other tools in my tech stack?

In order to have the fullest possible picture of your marketing results, it's wise to connect your call tracking tool with the other important tools you use in your home services business, such as Google Ads, Google Analytics or HubSpot. Make sure your call tracking provider integrates with the tools you use (or may use in the future) and ask which pricing tiers include the integrations you need. Some call tracking platforms even integrate with contractor-specific software.

Can you accommodate all of my campaign types?

Chances are your business uses more than one marketing channel, including digital (like paid search) and offline (like TV ads and direct mail). Make sure your call tracking provider can accommodate not only your current needs but also scale with your business as you grow.

Now let's take a look at some real-life examples of contractors that use call tracking to improve their ROI.



2 real-life call tracking success stories

No matter your trade specialty, business size, or level of marketing experience, call tracking can make a massive difference to your ROI. Here are two use cases that demonstrate how call tracking drove actual results for real home service pros.

CallRail helps ClimatePro understand their marketing and win more customers

The team at Climate Pro – a window film and security products company located in the San Francisco Bay Area of California – was tired of asking each caller, “How did you hear about us?” Like many contractors that depend on both digital and out-of-home marketing – knowing which leads came from which marketing tactics was a challenge.

After implementing Call Tracking by CallRail, ClimatePro gained the ability to track how their customers found their business – whether through a specific digital ad on Google Search, Yelp, or a certain truck from their fleet.

In addition to measuring the effectiveness of their marketing, CallRail also helped ClimatePro identify operational areas of improvement. Using the call transcripts feature, leaders found that their capable customer service reps lacked key information that would allow them to adequately handle customer inquiries. With these insights in hand, the team moved quickly to close the gaps with improved talk tracks.

[Read the full case study here.](#)

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Firenza Stone sees 651% increase in website conversion rate thanks to call tracking

Firenza Stone, a home improvement dealer in Eastlake, Ohio that specializes in kitchen and bath remodel services, was struggling with online sales and conversion rates. Luckily, their agency Milia Marketing knew what to do – and set them up with Call Tracking immediately.

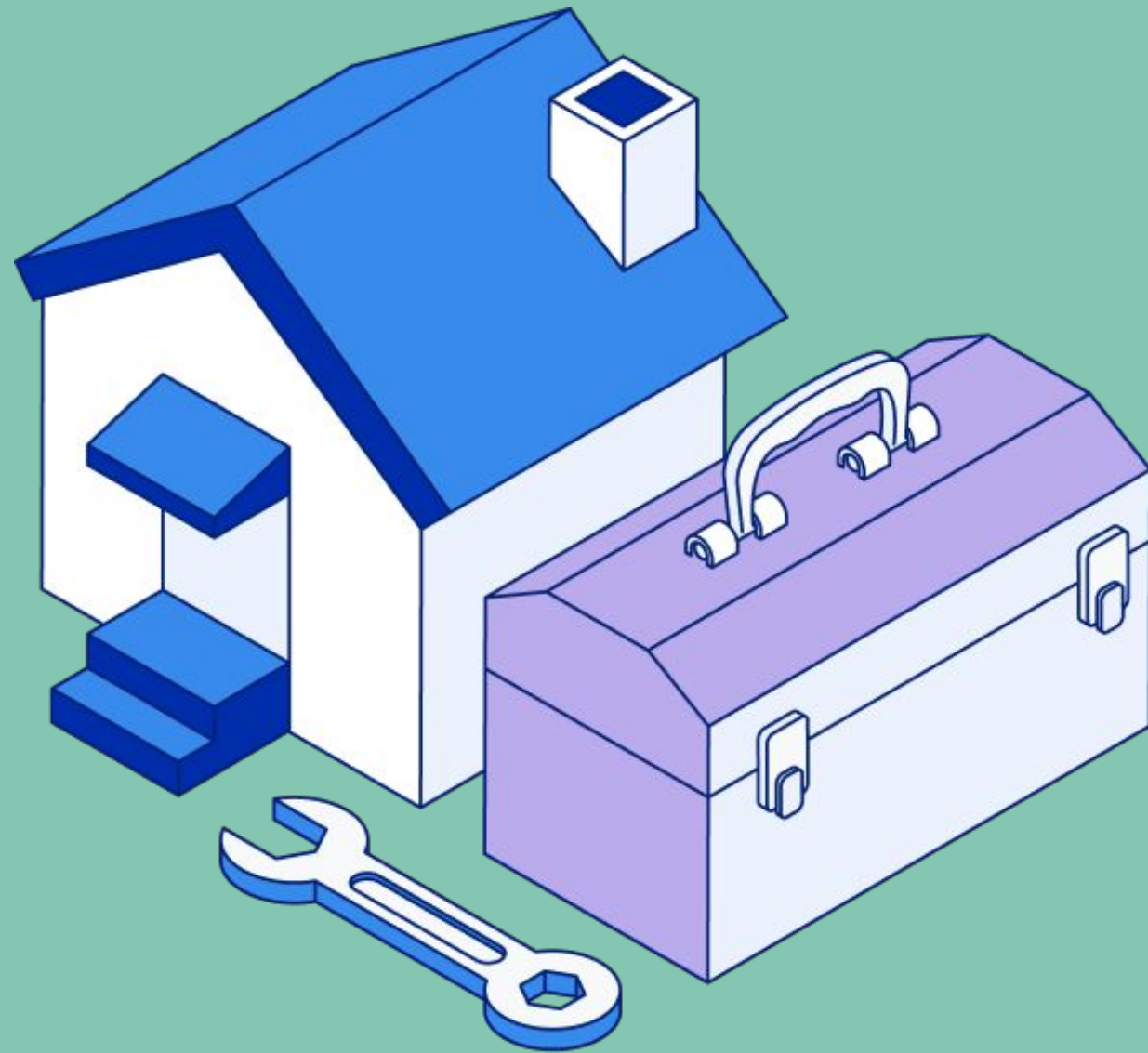
Within months of implementing CallRail, Firenza Stone saw a 651% increase in conversion rate, 14.4% reduction in cost-per-click spend, and 24% reduction in average missed call rate.

"Not only did CallRail help with tracking and measuring incoming leads, but it drastically helped improve our customer service department and procedures. From how we answer the phones, transfer calls, follow-up with prospective customers, and build rapport with customers, we noticed a direct impact on the customer experience by using CallRail as a training tool on top of our primary focus of measuring the quantity and quality of our marketing leads." - Anthony F., Owner, Firenza Stone.

[Read the full case study here.](#)

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Ready to get started with call tracking software?

[Start your free trial today](#)