

CallRail

Case Study

How Logical Position and CallRail's long-standing partnership delivers value to clients





INTEGRATIONS:



Full-service
digital marketing
agency

700
clients

7
industries

Logical Position is an innovative digital marketing company that specializes in PPC and also offers SEO, paid social media, email marketing, Amazon advertising, and more. The breadth and depth of Logical Position's services allows them to manage multichannel campaigns for clients across a wide range of industries, including automotive, home services, financial services, healthcare, industrial, retail, and tourism.

To better serve clients and bolster its service offerings, Logical Position also maintains a robust network of trusted partners, including CallRail. Gavin Flynn, who is a Partner and Franchise Account Executive at Logical Position, helps oversee this partner network.

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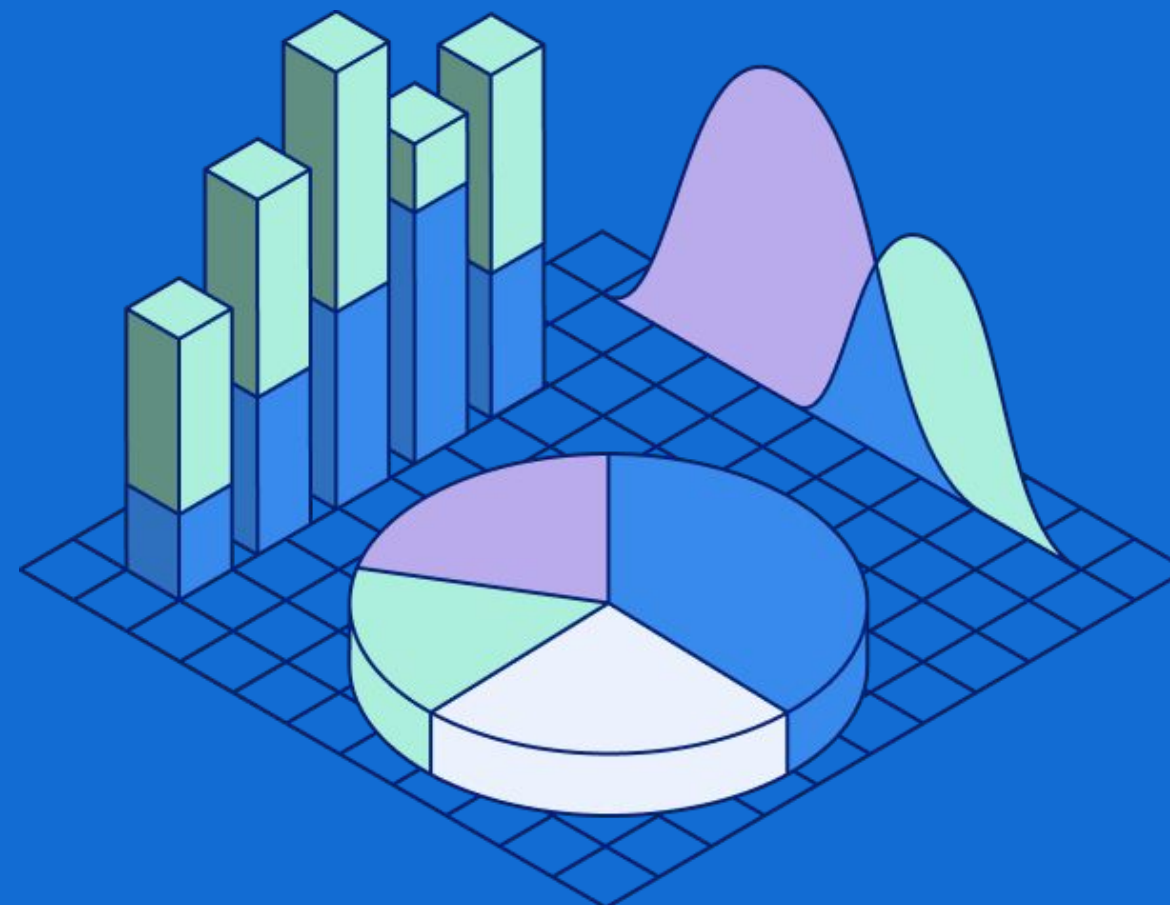
"We want our partnerships to be a valuable tool and resource so that our sales team and account managers can provide a better service to their clients. That has to be the core thing."

Gavin Flynn

Partner and Franchise Account Executive at
Logical Position



"What my team is focused on at the end of the day is making sure our partners are delivering value to clients," says Flynn, who notes that Logical Position selects partners, like CallRail, that can help them measure their impact by identifying the leads and conversions they generate for their clients.



A partnership built on trust and reliability

CallRail and Logical Position formalized their partnership in 2017. Since that time, CallRail has worked closely with Logical Position to support their clients. The partnership includes mutually beneficial promotional opportunities and has allowed both partners to drive growth. Flynn also attributes the longevity of the partnership to CallRail being one of their most consistent, reliable, and trusted partners.

"CallRail is one of Logical Position's longest-tenured partners because they have scaled with us and are there when we need them," says Flynn, noting that having partners that they know they can go to for questions and support inquiries is crucial, especially as the digital marketing landscape has evolved so much over the past seven years.

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CallRail supports Logical Position with a strong product offering that has helped the agency's clients achieve significant growth. CallRail also provides a dedicated partner account manager and specialized co-branded materials to help Logical Position communicate CallRail's value and service options to its clients. The CallRail partnership team takes care of any Logical Position client needs in an expedited fashion to make sure they are getting the best possible turnaround times and support for their CallRail data. This is one of the many perks of the partnership.



*“Since incorporating CallRail into our operations, our business has undergone a remarkable transformation. **Originally a modest enterprise with annual revenues of \$50,000, we have now expanded to a team that includes several technicians and support staff, achieving annual revenues in excess of \$2 million.***

CallRail has been instrumental in this growth, providing us with invaluable insights into our marketing strategies. It allows us to accurately track the performance of various marketing sources and campaigns, enabling us to optimize our efforts and make informed decisions about which strategies to enhance or discontinue. This has been a key factor in our accelerated growth and continued success.”

Robert Frumkin

Owner, Appliance Recovery, Logical Position client



CallRail partnership helps Logical Position's clients spend ad budgets more efficiently

Perhaps the biggest reason for a successful ongoing partnership is that CallRail helps Logical Position clients reduce their cost per lead and generate more leads through improved attribution tracking. "CallRail gives us visibility to spend budgets more efficiently without having to guess," says Chris Pham, Assistant Team Lead, Paid Media at Logical Position.

He notes that 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). Additionally, 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.



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"One of the biggest value-adds to our account management team is attribution tracking. CallRail ensures we can show that throughline – from a first click on an ad, to a visit to the website, to finally getting that person on a call to request a quote."

Gavin Flynn

Partner and Franchise Account Executive at
Logical Position

One way CallRail does this is by helping Logical Position's account management team determine what keywords are causing people to click on ads and then actually contact the business. "It is extremely valuable that CallRail allows for that sort of in-depth tracking. That information informs strategy and decision-making once we've identified a particular keyword that's causing conversions to come through at a higher clip," says Flynn.

Chris Pham, Assistant Team Lead, Paid Media at Logical Position, agrees. "CallRail is amazing. There are huge benefits to using it to understand which keywords are driving calls and where to focus a client's efforts."

Pham notes that having CallRail when running multichannel advertising campaigns is also hugely helpful. "We need CallRail to be able to track the data from multiple platforms instead of just Google."

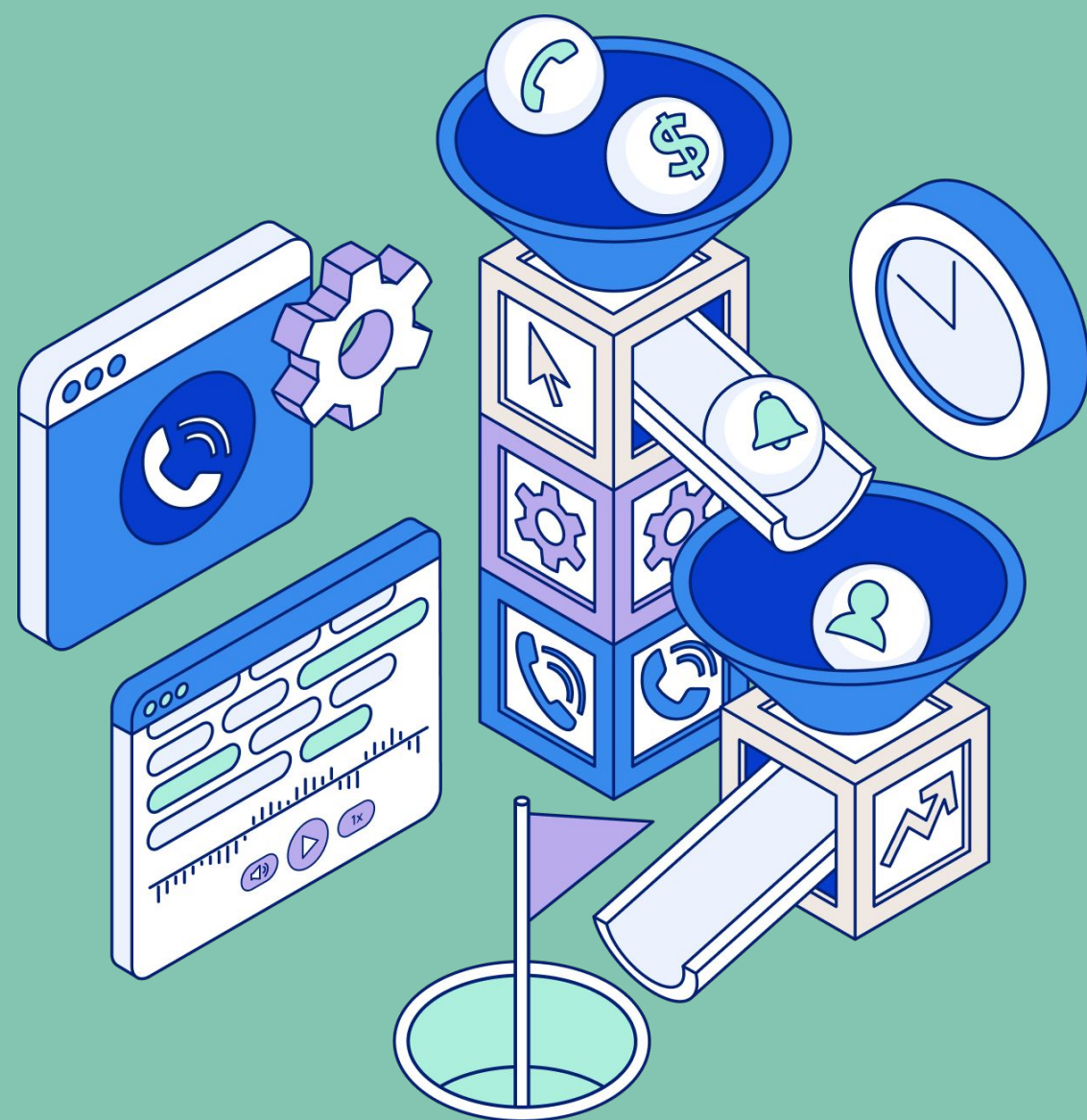
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The partnership provides Logical Position clients with strategic insights and time-savings

Another way CallRail adds value is by enabling Logical Position to use call insights to help clients be more strategic with their business.

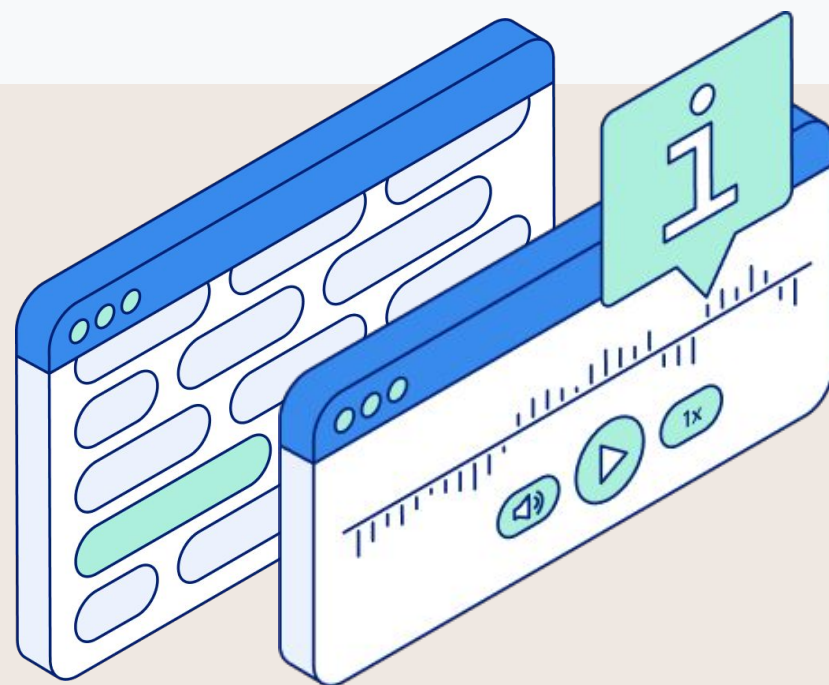
CallRail records and transcribes their calls, allowing Logical Position clients to gather valuable insights to improve conversion rates, while spending less time qualifying leads and monitoring calls.

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“Clients use the transcripts to identify which calls lead to a sale with the keyword tagging. They save at least 50% of the time by not having to listen to calls.”

Chris Pham

Assistant Team Lead, Paid Media at Logical Position



Call recordings can also help identify where there are issues on the business side that may be limiting how many calls end up in closed business. For instance, if calls aren't converting to paying customers, a client may question whether Logical Position is delivering high-quality leads. But, with call recording and transcripts, Logical Position can dig into the calls to better understand what's going on.

“If there's a discrepancy between the results that I see on my end versus what the client perceives, we need to record calls to understand exactly what's happening,” says Pham. “Is the client not generating enough business because they're not handling those calls well or because they're missing calls and not answering them?”

CallRail can help with both issues. For instance, one dental client of Logical Position realized that they were getting a lot of emergency calls on the weekends when they reviewed the “missed calls report.” As a result, they hired an answering service to make appointments for these emergency calls, which increased revenue.

In another instance, one of Logical Position's appliance repair service clients used the missed calls report as an indication of how much advertising budget to spend. If they were missing too many calls, they would cut back on their advertising to reduce leads for a short period of time.

CallRail has also been helpful in identifying when more training is needed by employees to convert more leads into paying customers. Pham recalls one time when they realized that more training could help one client's employees do a lot better at generating revenue from the leads the agency was driving to the business. Because they had call recording on this client's account, they were able to surface the issue to the client. Now, the client uses call transcripts as a training tool to help train employees on how to handle calls better.

Through its long-standing partnership with CallRail, Logical Position not only provides more value to its clients because they have insight into what is driving leads and conversion, but they can also prove their own value to clients by reducing the cost of leads while increasing the number of high-quality leads they drive to the business.

CallRail



Expand your service offerings and provide more value to your clients.

Join CallRail's Partner Program