



6 Ways Call Analytics Helps You Prove ROI

Calls are critical to your clients' business. That's because inbound phone call leads convert to **revenue 10 to 15 times** more than web leads. Call analytics makes it easy for you to tie your marketing efforts to calls generated, helping you prove the ROI of your campaigns. Here are the six ways how.

Identifies your top-performing keywords

Call tracking provides [visitor-level data](#) that attribute the source, ad, and keyword that drove a lead to call. With this information, determining which keywords generate the best leads is easy — helping you optimize your SEO and PPC strategies and spend to drive the best results.

Pinpoints your top-performing channels

Tracking revenue from hard-to-measure channels like direct mail and billboards is tricky. Call tracking makes it easy by assigning unique phone numbers to each [campaign](#) so you can accurately report on its performance and learn from them to perfect future campaigns.

Unlocks the full customer journey

When you combine call tracking with your other marketing data and tools (like form tracking), it enables [multi-touch attribution reporting](#) that lets you see the entire — online and off — customer journey at a glance. Using the insights collected, you can optimize your clients' marketing strategy to yield maximum results, fine-tune your content offers, and optimize marketing spend.

Improves paid ad targeting

Tapping into a call tracking feature like [conversation intelligence](#) allows you to mine your client's call recordings for insights. It uses artificial intelligence (AI) to help you identify new keywords, messaging, content offers, and SEO opportunities. Meanwhile, reports like cost-per-lead can enhance your client's PPC strategies — lowering cost while increasing lead quality.

“Having tracking tools like Call Tracking and call analysis is the way we keep our clients happy. We show that we’re not an expense but an investment. Call Tracking shows who’s called and what keyword came from where. We use call analysis often with big law firms to create hotspot keywords, such as ‘appointment’ or ‘claim,’ to qualify leads.”

Kyle Shurtz

VP of Performance Marketing
Avalaunch Media

Delivers robust and easy to understand reports

[Real time reports](#) like bar graphs and pie charts make it easy for you and your clients to identify what marketing is working and what isn’t quickly. You can even have the reports delivered straight to their inbox at the cadence of their choosing. And because call tracking can be integrated with your clients’ favorite tools, it helps draw a direct line between your efforts and the revenue generated.

Level up your marketing data

Enhancing your data with call analytics is a great way to connect the dots between your paid ads and the calls they generate. And call tracking features like [call recording](#), [conversation intelligence](#), and [form tracking](#) can help you better communicate your marketing’s impact more effectively. It’s why your peers (and competitors) are using call tracking software like CallRail to grow their agencies more effectively. To see how it can help you do the same, try CallRail free for 14-days.

Perfects marketing-to-sales handoff

Call tracking features like conversation intelligence allows you to [set up lead scoring for your clients’ phone calls](#). Using a tool like CallRail, you can set up the lead scoring criteria to automatically mark a phone call as a hot lead or not. And if you're using a feature like form tracking, you can even set up notifications so your client knows the moment a quality lead is ready to make a purchase.

Start a Free Trial