CallRail

Tracking leads across multiple channels becomes a snap for SnapADU with CallRail and Typeform

Discover how this San Diego-based ADU optimized lead generation and marketing ROI with CallRail's Typeform integration.

Tech Stack:
- Call Tracking
- Form Tracking
- Typeform Surveys

Integrations:
- Zapier
- Typeform

Results:
- Identified high-converting channels
- Optimized marketing spend with data-driven insights
- Enhanced lead personalization through Typeform surveys

Overcoming limited insights to optimize lead tracking

SnapADU, a San Diego-based ADU (Accessory Dwelling Unit) design-build contractor, specializes in making the process of building backyard homes seamless and stress-free. With over 160 ADUs completed or in progress, and as the recipient of several awards, SnapADU has established itself as a trusted partner for ADU projects. As a growing company, they prioritize finding effective ways to capture and track leads across multiple touchpoints while maintaining a user-friendly, personalized experience for prospects.

Looking to optimize marketing ROI, SnapADU found that relying on general website conversion data—like the pages visitors viewed before submitting a form— was making it difficult to pinpoint which sources led to signed contracts rather than just generating leads. With limited data, identifying and prioritizing the most impactful channels became a challenge.
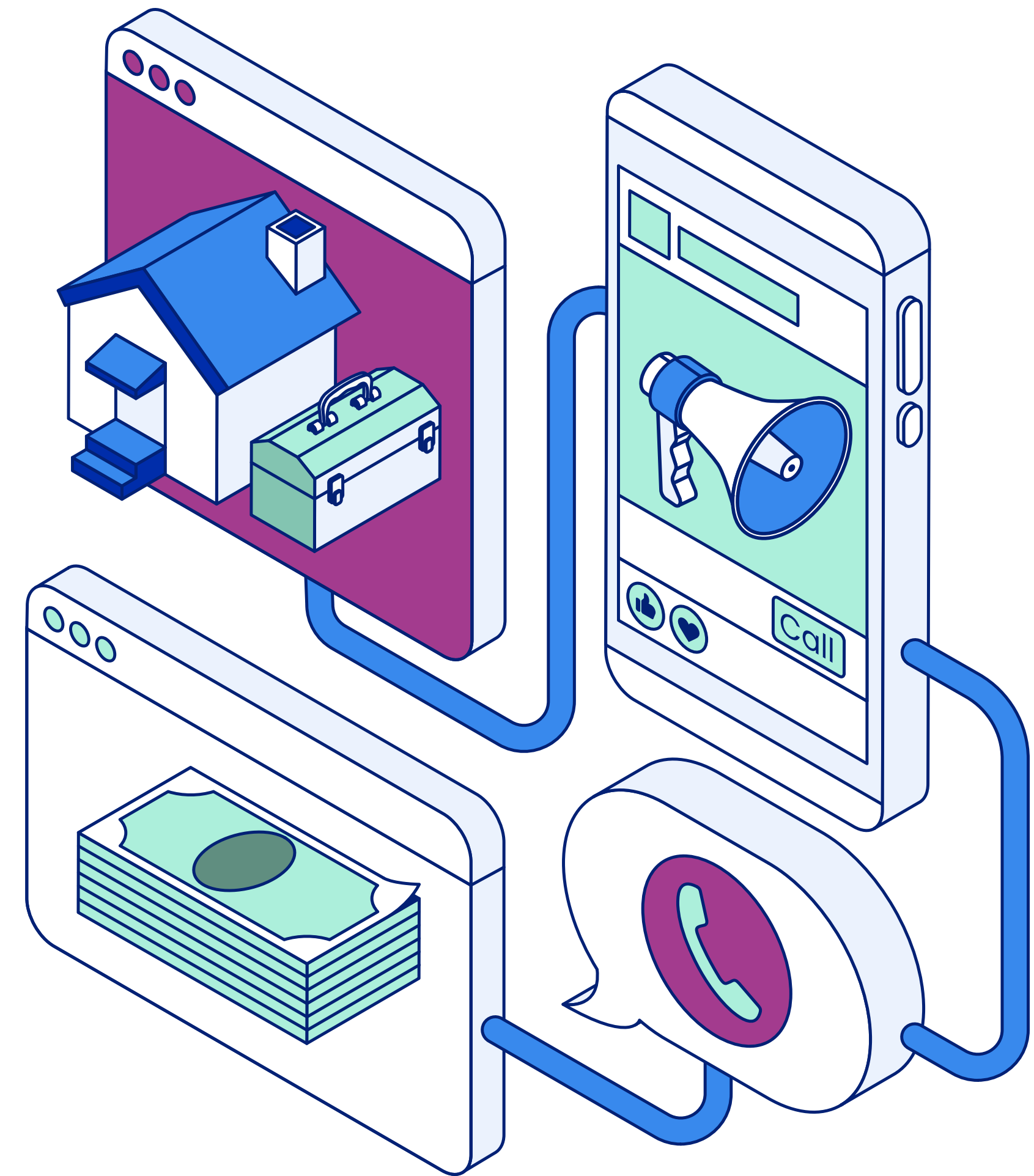
New insights into where leads are coming from

SnapADU adopted CallRail in 2018 for its **Call Tracking capabilities**, specifically to track lead sources from phone calls using **dynamic number insertion**. "CallRail has been invaluable for tracking where phone leads come from and assessing campaign performance," says Hill. More recently, they've expanded their use of CallRail, leveraging its **form-tracking capabilities** to get a more complete view of their inbound contact form leads.

To further enhance prospects' and clients' experience, SnapADU turned to **Typeform** to power follow-up surveys, which supplement their existing contact forms from **CallRail**. They chose Typeform because its intuitive, question-driven interface makes it simple for users to engage with. Compared to other form builders, Typeform felt more flexible and   user-friendly out of the box, allowing them to create a streamlined experience for clients without extensive setup while remaining on brand.

The **integration with CallRail** further enhances this process by consolidating all form data in one place, giving SnapADU a centralized view of their leads. This unified reporting capability allows them to track, analyze, and optimize their lead generation efforts more efficiently, ensuring no valuable insights are lost across platforms.

> **"CallRail has been invaluable for tracking where phone leads come from and assessing campaign performance."**
>
> –Whitney Hill, Head of Business Development and Innovation at SnapADU

Typeform

SNAPADU DESIGN BUILD

3

Tailored data collection improves the customer experience and marketing insights

With CallRail and Typeform integrated into its marketing toolkit, SnapADU has gained a clearer understanding of its marketing efforts while delivering a more personalized customer experience. Following an initial contact through CallRail, SnapADU now also sends a follow-up survey via Typeform.

"Typeform allows us to better tailor follow-up surveys in order to gauge interest and collect optional information to personalize our services without overwhelming potential clients upfront," says Hill.

Form responses have proven to be "absolutely vital" to SnapADU's growth strategy. "Form responses account for about 70% of our leads. Phone inquiries make up roughly 20%, and emails or other channels contribute the remaining 10%," says Hill.

"Forms allow us to capture leads efficiently and consistently, making them a cornerstone of our lead generation efforts."

–Whitney Hill, Head of Business Development and Innovation at SnapADU

SNAPADU
DESIGN/BUILD
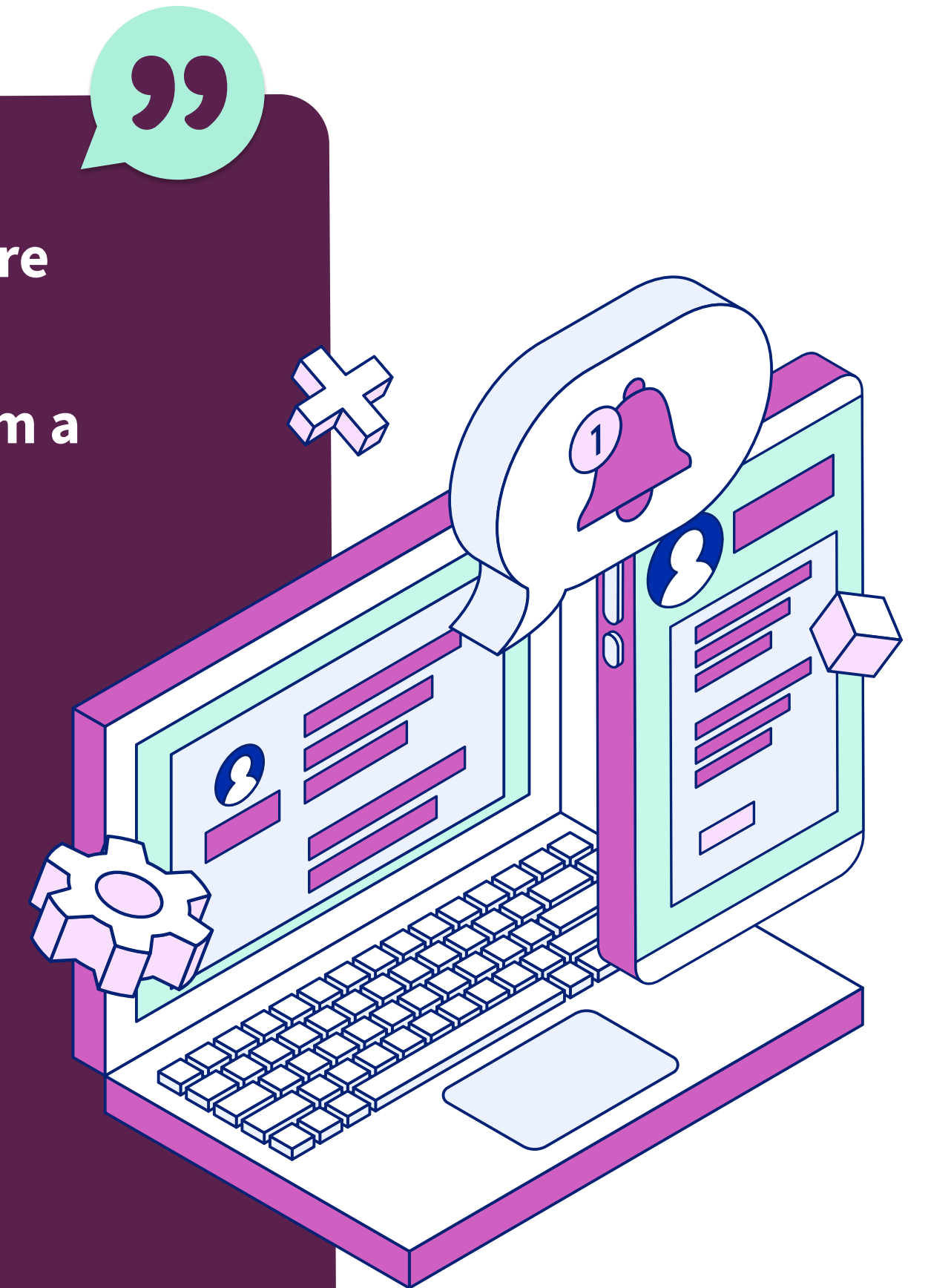
SnapADU maximizes the impact of its marketing budget

With 70% of its leads coming from forms, SnapADU's ability to pinpoint high-converting channels and adjust its strategy has been a cornerstone of its success.

> **"Previously, we could only see aggregate website conversion data—like which pages visitors were on before filling out a form. Now, we can connect specific lead sources to their ultimate outcomes, helping us assess which marketing channels are driving high-conversion traffic."**
>
> –Whitney Hill, Head of Business Development and Innovation at SnapADU

SNAPADU
DESIGN / BUILD

By leveraging CallRail's Form Tracking, SnapADU has gained valuable insights into the entire lead journey.

They can now identify which keywords on Google generate the most valuable leads and evaluate the performance of social media, YouTube, and even physical job site signs. This deeper understanding has empowered SnapADU to make informed decisions about where to allocate its marketing budget for maximum impact.

The added detail from CallRail's tracking functionality allows SnapADU to link website activity directly to individual leads and their outcomes. This means they can now distinguish which sources lead to contracts rather than just inquiries. "This has provided more meaningful insight into the value of each marketing channel, allowing us to make data-driven decisions that optimize our budget based on what truly works," notes Hill.

The combination of CallRail's tracking tools and Typeform's intuitive surveys has transformed SnapADU's approach to lead management and customer engagement. By integrating these platforms, SnapADU can better understand its prospects' needs, deliver a tailored experience, and allocate its marketing resources effectively. This partnership has become a key driver of SnapADU's continued growth and success, helping them stand out in a competitive market while maintaining their commitment to exceptional service.

Unlock smarter marketing insights for your business

Try everything CallRail offers — from Call Tracking to Premium Conversation Intelligence — free for 14 days.

Try CallRail free

CallRail