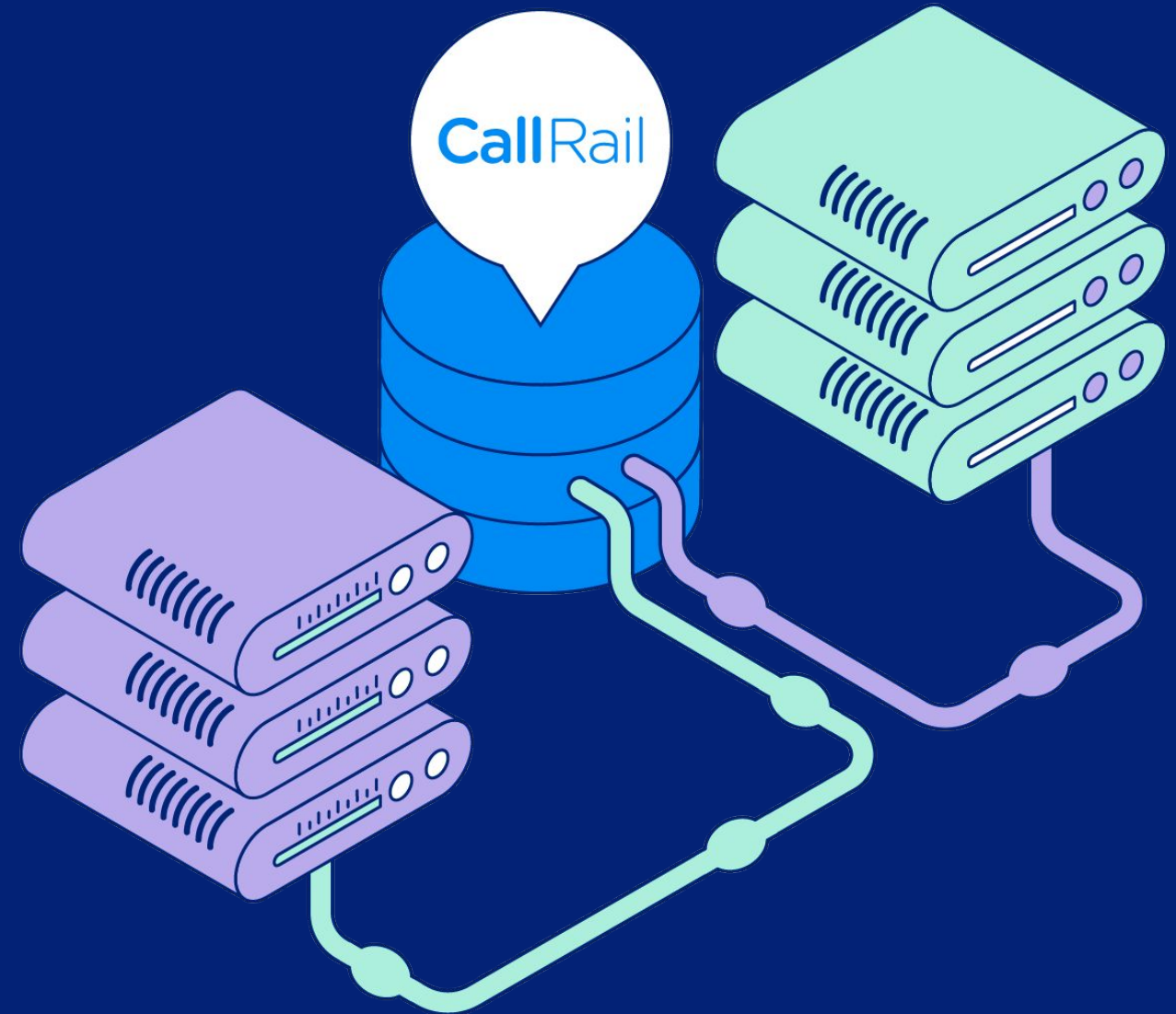CallRail

Case Study

How two brothers built a marketing agency for 100-million dollar companies using CallRail's Call Tracking API

Introduction

As computer science majors in college, you wouldn't necessarily expect Jamie and Jason Mazur to start All Points Digital, a successful digital marketing agency, together. But that's exactly what made them so good at what they call the "nerd stuff" — paid media, search engine advertising, and strategic content marketing.

"Prior to getting involved in digital marketing, I spent 15 years as a software developer and architect, working for companies that built commercial data integration products," Jamie told us. "Through that experience, I learned the nuts and bolts of connecting disparate sources of data, regardless of what APIs they might use, and the power that connecting these systems brought to end clients."

His co-founder (and brother!) Jason, meanwhile, began his career on the marketing side. "Having that technology background, he was always thinking about those technology-related things, but developed deep expertise in understanding how to look at the data and how important that was to digital marketing efforts," Jamie explained.

"Every time we worked with a client, we started to see opportunities to bring together different data points, to turn collections of previously isolated data into actionable information in ways that weren't previously possible."

Jamie Mazur
Technical Architect and Founding Partner,
All Points Digital

All Points Digital was a natural outgrowth of the duo's tech and marketing backgrounds. "Every time we worked with a client, we started to see opportunities to bring together different data points, to turn collections of previously isolated data into actionable information in ways that weren't previously possible."

One of those data silos, the two explained, used to be call tracking data. Sure, it was easy to track immediate, on-site conversions like an e-commerce purchase. It was a little more challenging to attribute phone calls to marketing campaigns. It was harder still to connect the results of long sales processes back to the contributing marketing initiatives.

That is, until they started using CallRail and its robust API. Connecting their clients' call and form data to their CRMs unlocked insights that other digital marketing agencies had yet to offer, cementing All Points Digital's place in their clients' marketing strategies.

How All Points Digital was able to "tag it, track it, understand it" with CallRail's Dynamic Number Insertion

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"Track the hell out of everything," Jason said matter-of-factly on our call. "That's one of the first things we preach to every single client. Tag it, track it, understand it."

With an extensive history of marketing in the property management industry, Jason explained that they had some of the worst tracking systems he'd ever seen. "They used to associate everything from a website as a website lead. They had no idea if it came from ads, internet listing services, or anything else. And that problem continued to persist when we started expanding the agency into local service clients that had calls coming in."

Simplistic call tracking solutions, like forwarding numbers, only told their clients whether a lead came from the website or an individual source, such as a bus wrap or other outdoor ad with a unique forwarding number.

But once they discovered CallRail's Dynamic Number Insertion — "Which was much, much easier to implement than what Google offered on the pay-per-click [Google Ads] side," Jason added — they started to use it across their clients and saw an immediate transformation in their attribution reporting capabilities.

Dynamic Number Insertion, also known as number swapping, is the technique of inserting a different phone number into a website or landing page depending on how a visitor got to your site. Unique numbers are displayed for each different referrer, organic Google search, or click-through on a Google Ad, allowing All Points Digital to not only see that a caller's source was Ads, but also which campaign or specific creative inspired the lead to pick up the phone.
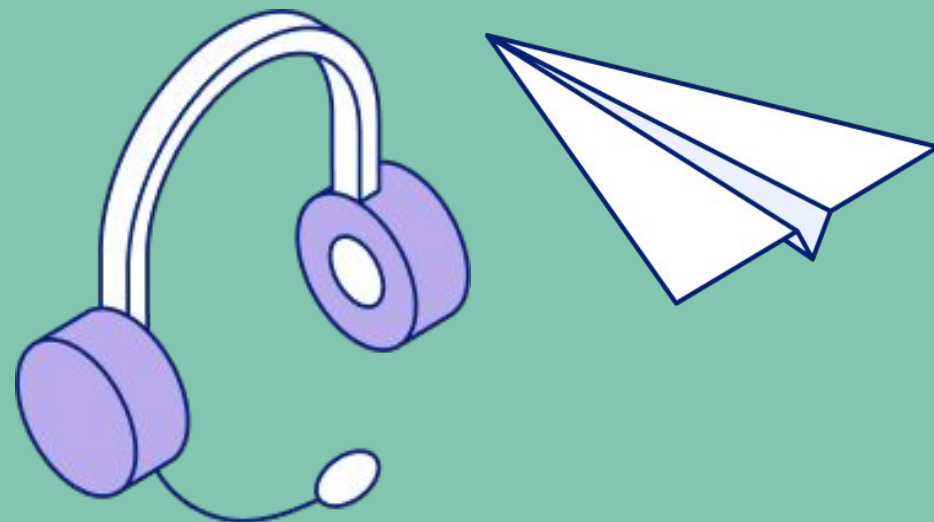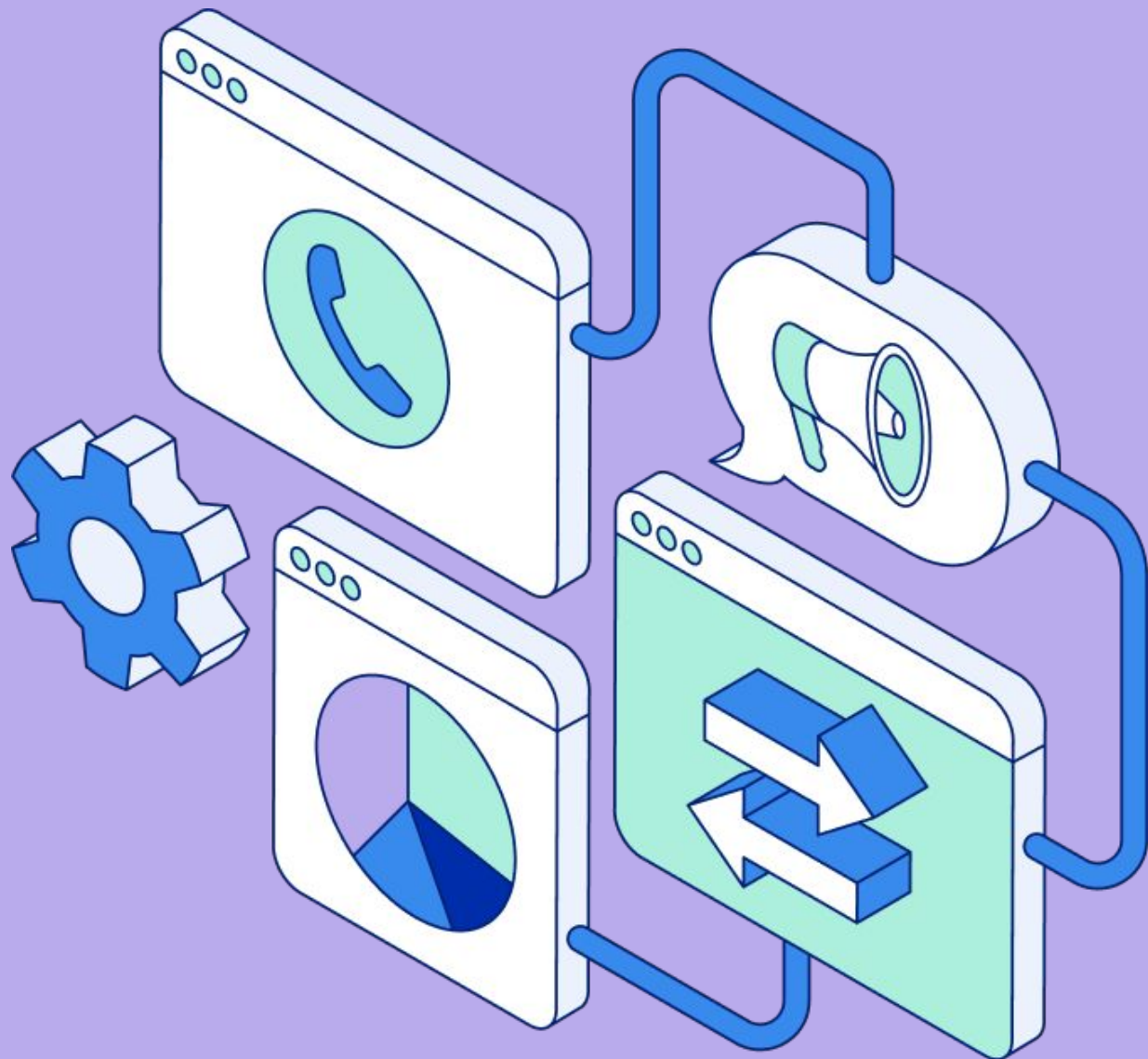
SINGLE SOURCE TRACKING

WEBSITE VISITOR TRACKING

Search Term   Google Ad   Website Visit   Page Visited   Phone Call

"What we could do then is essentially take our tracking like we do for e-commerce and other different lead sources and apply it to anything where call was the primary source of lead,"

Jason Mazur
Online Marketing Director & Founding Partner,
All Points Digital

"One of the things I discovered early on in my career, especially starting out in the property management world, was, when it came to scheduling a tour for an apartment or property, calls outnumbered form submissions 8-, 9-, 10-to-1, sometimes even more.

"So to not understand those leads coming in, essentially, you could not optimize campaigns or understand how to break out your budget."

How All Points Digital connects customer lifetime value to ad spend using CallRail's API
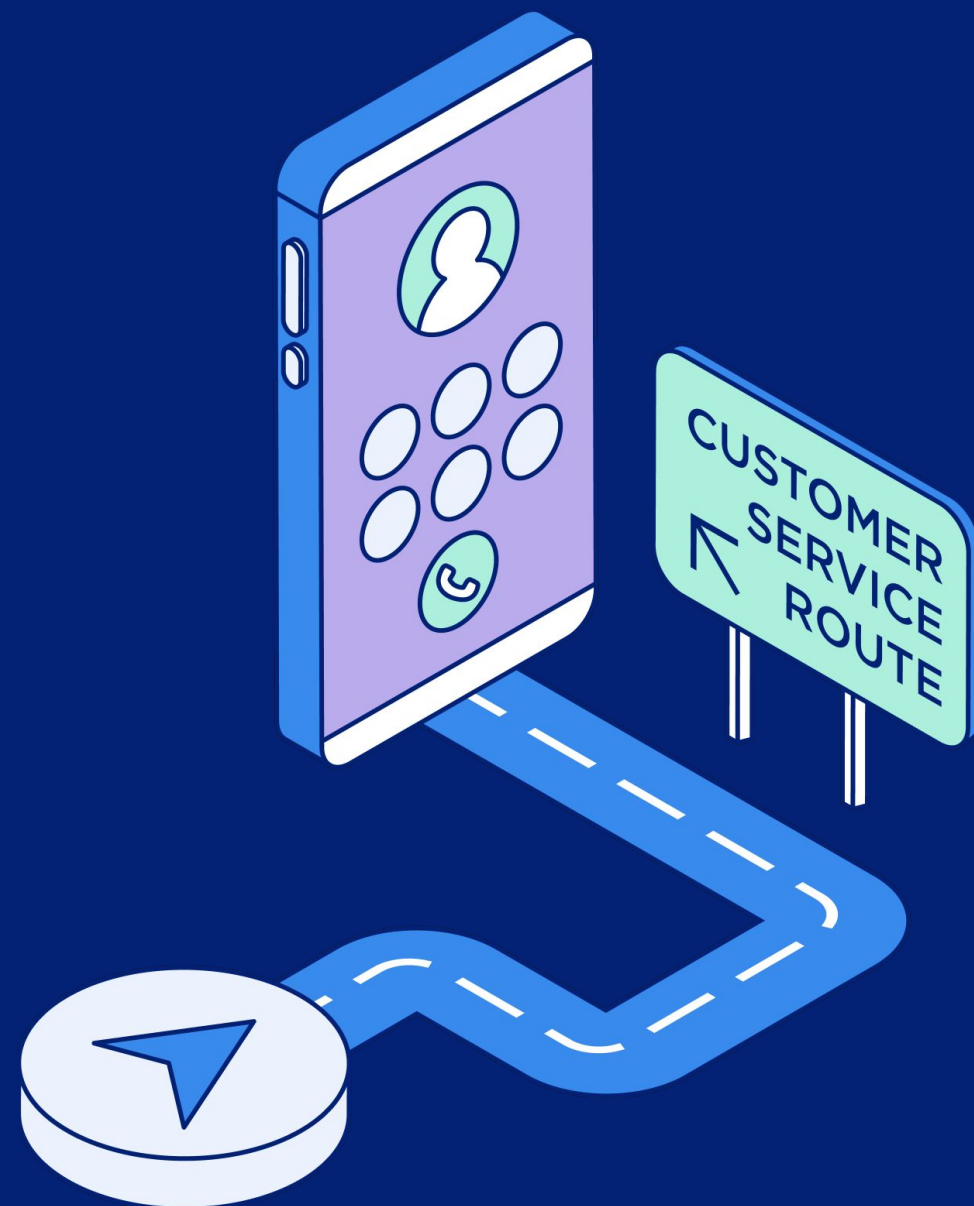
"As an agency, we understood very early on the need to understand where these calls were coming from. But the next question was, 'What is the ultimate outcome of these calls in terms of dollars, in terms of whether they actually are conversions or not?'"

All Points Digital was asking clients to spend tens of thousands of dollars a month on Google Ads campaigns and other types of paid initiatives. They needed to be able to give them a hard return on investment for their spend.

"What we decided to do," Jamie explained, "was use the natural keys that exist in our clients' CRMs, whether it be Salesforce, HubSpot, or something else. Those natural keys, like the lead's phone number or email address, are also captured in CallRail if the lead came from a phone call or form submission."

"What we can do then is use the CallRail API and say, show me all the first-time calls from a particular date range that have come in. And then we can also look at the lead creation date in the CRM and try to match up those natural keys."

"If those natural keys match up and the dates make sense, we can logically associate the source of that CallRail call with that particular lead or opportunity in the customer's CRM."

\- Jamie
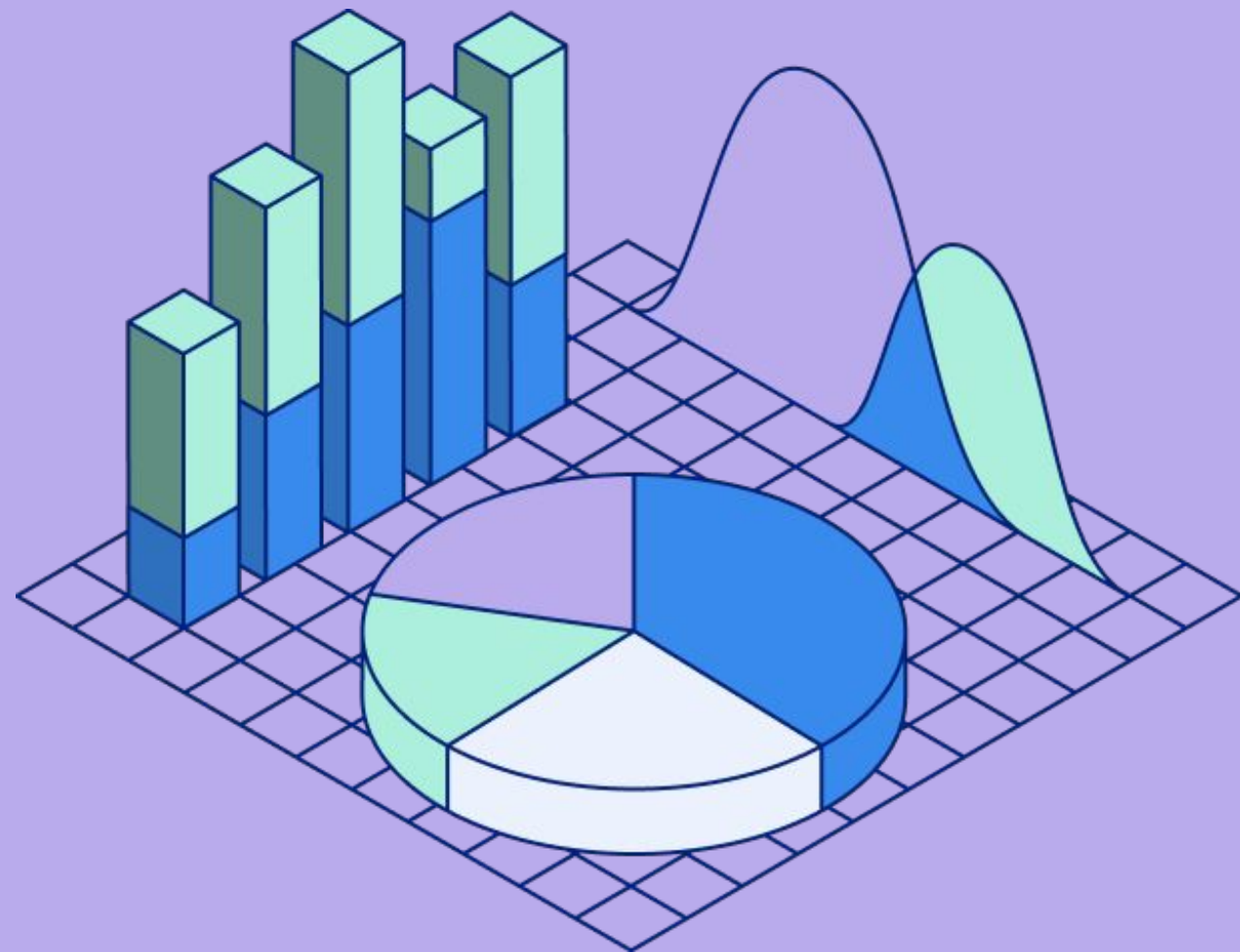
What seems like a simple method on its face actually takes quite a bit of custom coding — which Jamie and Jason were more than capable of doing, thanks to their computer science backgrounds. They develop a custom integration using Google AppScript or Node.js for each client, depending on what CRM or data warehousing solution they're using.

The end result?

"We can automate reporting that says, 'Hey, this lead that came in because you spent $10,000 on a Google Ads campaign that generated one lead back in February of 2022? In March 2023, they signed up to do a million dollars in sales.'

- Jamie

"If you get one of those a year, it's still a pretty good ROI for you to continue to do this. And that's a really powerful message for marketing teams in these larger companies that want proof showing this tactic is working and it's worthwhile."

How All Points Digital transformed Eliminate 'Em's marketing and sales reporting

Eliminate 'Em is a pest control company serving most of the northeast U.S. that, at the beginning of their engagement with All Points Digital, was suffering from many of the same call attribution woes as their other clients.

Connecting Eliminate Em's CallRail data to their CRM, Salesforce, via a custom integration unlocked all sorts of new ways to optimize their marketing:

"They're able to figure out what the advertising cost is on average for them to land at different types of jobs, which they weren't able to do before," Jamie told us, "and have a better understanding of the customer lifetime return on investment."

Jason excitedly cut in, "—which is never done, right? From a call-based perspective, that's never done. Understanding the average customer lifetime value and actually putting that as a part of the ROAS [return on ad spend]? Nobody does it. And it's something that we preach over and over, especially in the local services industry."

"The second piece that we've done for Eliminate 'Em," Jamie continued, "is we built an app that sits on the sales liaison's phone that's like a front-end for Salesforce. Part of the the sales liaison's job in their particular business is also to be a salesperson, but they had been blind to how quickly the tech calls back, how good a job they do, etc.

"*We used CallRail's outbound calling API and built that into the app. They click a button in the app to initiate the call back to the customer. So they can see not only whether the sales liasion did a good job — because of call recording — but they can also see automatically how long it took for the sales liasion to call back.*"

-Jamie
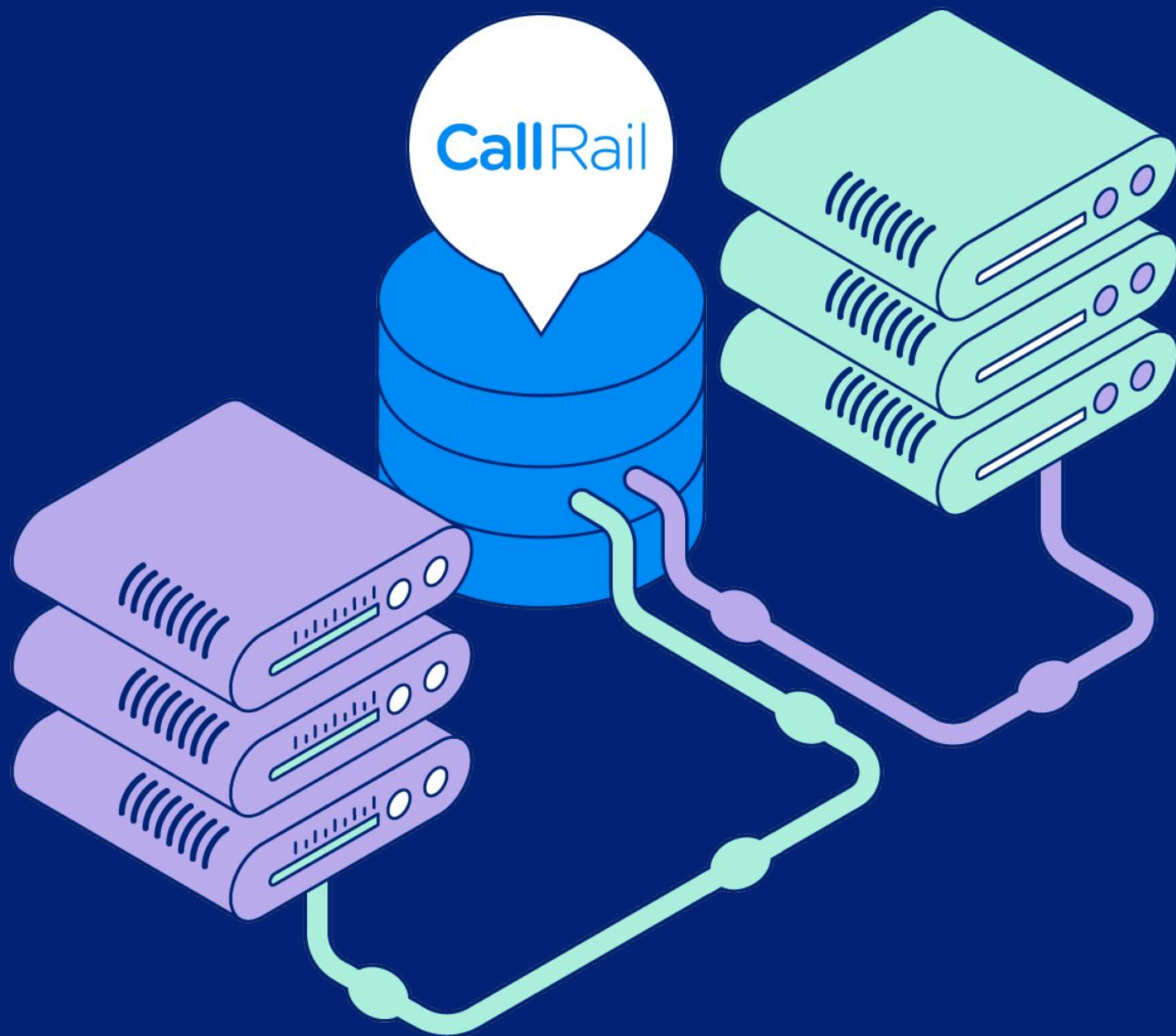
What will you build with CallRail's API?

CallRail's marketing products — Call Tracking, Form Tracking, and Conversation Intelligence® — are powerful enough on their own to make many clients happy.

But magic happens when agencies deeply understand their clients' reporting needs and use CallRail's robust API to build solutions that highlight new insights and prove real value.

To learn more and get started, try CallRail today and check out our extensive API documentation.

Try CallRail free