



How CallRail helps you achieve your goals

What does CallRail do?

CallRail empowers marketing agencies with the confidence to attribute, optimize, and convert leads effortlessly. Our marketing platform delivers automated and personalized insights at scale - helping agencies enhance campaign performance, create more workflow efficiencies, and prove their impact to clients with clarity and ease.



Your goals are:

CallRail features that help you get there:

Build a campaign:

- ☐ DNI
- ☐ Simple Setup
- ☐ Number provisioning

Track conversions:

- ☐ Call Attribution
- ☐ Form tracking
- ☐ SMS tracking

Optimize campaigns and outcomes:

- ☐ Integrations with marketing platforms
- ☐ Email notifications
- ☐ Keyword spotting
- ☐ Convert Assist
- ☐ Voice Assist

Assess lead quality:

- ☐ Tagging
- ☐ Automation Rules
- ☐ Conversation Intelligence
- ☐ Voice Assist

Prove and improve ROI:

- ☐ Customizable reporting
- ☐ Integrations with CRMs and reporting dashboards
- ☐ Multi-conversation insights report

CallRail integrates with the systems already in your tech stack

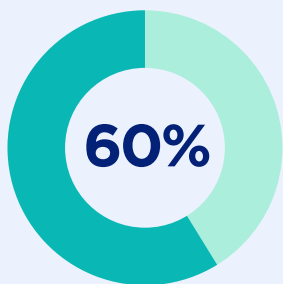
Add CallRail integrations that your clients are already using

Why it works

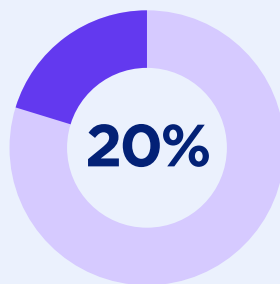
CallRail has helped 7,100 agencies streamline their workflows, save time, and prove their ROI to clients.



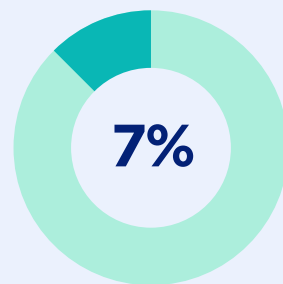
reduction in time spent
qualifying leads



reduction in time spent
reviewing and analyzing
calls



reduction in cost-per-lead with *Call Tracking and Conversation Intelligence*



increase in call lead-to-close rates

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“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

