

THE TRACKLIST

HOW CALLRAIL TURNS CONVERSATION INTO CUSTOMERS

TRACK
01

HEAR WHAT YOUR MARKETING IS DRIVING

Connect the dots between campaigns, conversations, and customers.

TRACK
02

CAMPAIGNS

Track every call back to the campaign and keyword that drove it — then feed lead-quality signals back to Google Ads so the budget follows what converts.

TRACK
03

CONVERSATIONS

28% of calls go unanswered on average.¹ automatically summarize every call, identify caller sentiment, and let voice assist answer when your team can't.

TRACK
04

CUSTOMERS

Turn every conversation into a next step, then connect closed customers back to the exact campaign that brought them in.

225,000+
BUSINESSES SERVED

See how CallRail connects your tech stack.

CERTIFIED
PLATINUM
CONVERSATIONS

FEATURING:

HubSpot

TRACK
01

Your CRM. Now with the full conversation.

Every call and text auto-logs to the contact record with source and keyword data, plus summaries and sentiment when enabled. When Voice Assist answers, it uses HubSpot data to recognize returning callers and skip questions your CRM has already answered.

“

I've used every phone system and CRM out there....nothing has been better than the functionality of CallRail married to the intelligence of HubSpot."

— Diana Wallace, Immersive Homes, Customer Experience Concierge

TRACK
02

Google Ads

Send qualified call and form conversions back to Google Ads, so bidding favors the campaigns and keywords generating the strongest leads.

TRACK
03

ChatGPT

37% of consumers now start their search with AI tools instead of traditional search engines. See which ChatGPT campaign and ad group drove each call, text, or form fill, then send data on qualified leads back to OpenAI to improve targeting and bidding.

TRACK
04

Meta

Send call, text, and form-fill data directly to Meta, then build retargeting and lookalike audiences based on actual callers.

TRACK
05

Google Analytics 4

Send CallRail activity into GA4 as events, so you can see what visitors did before they reached out and which marketing led to the conversation.

TRACK
06

StackAdapt

Bring CallRail call and lead data into your StackAdapt workflow, giving programmatic teams more than clicks to work with.

“ CallRail enables us to see all the different avenues of our Google Ads conversions, helping us track effectiveness on a \$30,000 monthly ad spend.”

— Mark G., G2