

There is money hidden in your calls

Data-driven marketing is your map to better lead conversion

Every call you don't track could be a treasure chest full of lost revenue, buried just out of sight. Agencies like yours are sitting on a fortune hidden within these missed opportunities, leaving your clients hanging and leads slipping through the cracks.

Follow the map to uncover the hidden gold in your inbound calls and turn every ring into revenue.

50% decrease in time spent qualifying leads

Conversation Intelligence® uses AI and automation rules to create customizable triggers that automatically tag, score, and qualify calls based on customizable parameters.

Recording Sound

60% reduction in time spent reviewing/analyzing calls

Premium Conversation Intelligence™ automatically transcribes and analyzes all calls with near human-level accuracy through keyword spotting, autotagging, sentiment analysis, and lead qualification

Sea of Visibility

Islands of Missed Opportunity

20% reduction in cost-per-lead (when using both CT + CI)

10% Call Tracking + 10% Conversation Intelligence

Call Tracking and call attribution provides real-time information on marketing campaigns by tracking the source and previous activity of every visitor to optimize marketing budget and reduce customer acquisition cost.

Conversation Intelligence's automatic lead qualification, tagging, scoring, and keyword spotting allows for improved ad copy and bidding strategy based on real call data.

Cliffs of AI

10% increase in number of leads with reduced missed calls

Call Tracking manages the routing and flow of inbound calls and the "missed call report" provides details on your missed calls, ensuring the most consistent follow-up process possible.

Convert Assist optimizes follow-up processes by providing immediate next steps, conversation coaching, and an automatically generated follow-up message customized to each caller.¹

Acquisition Bay

Key players in reaching the hidden treasure

Think of the following channels and lead sources as your crew, assisting you in reaching the revenue hidden in your inbound calls.

Channels driving the most qualified leads

23% Organic Search

47% Google Ads

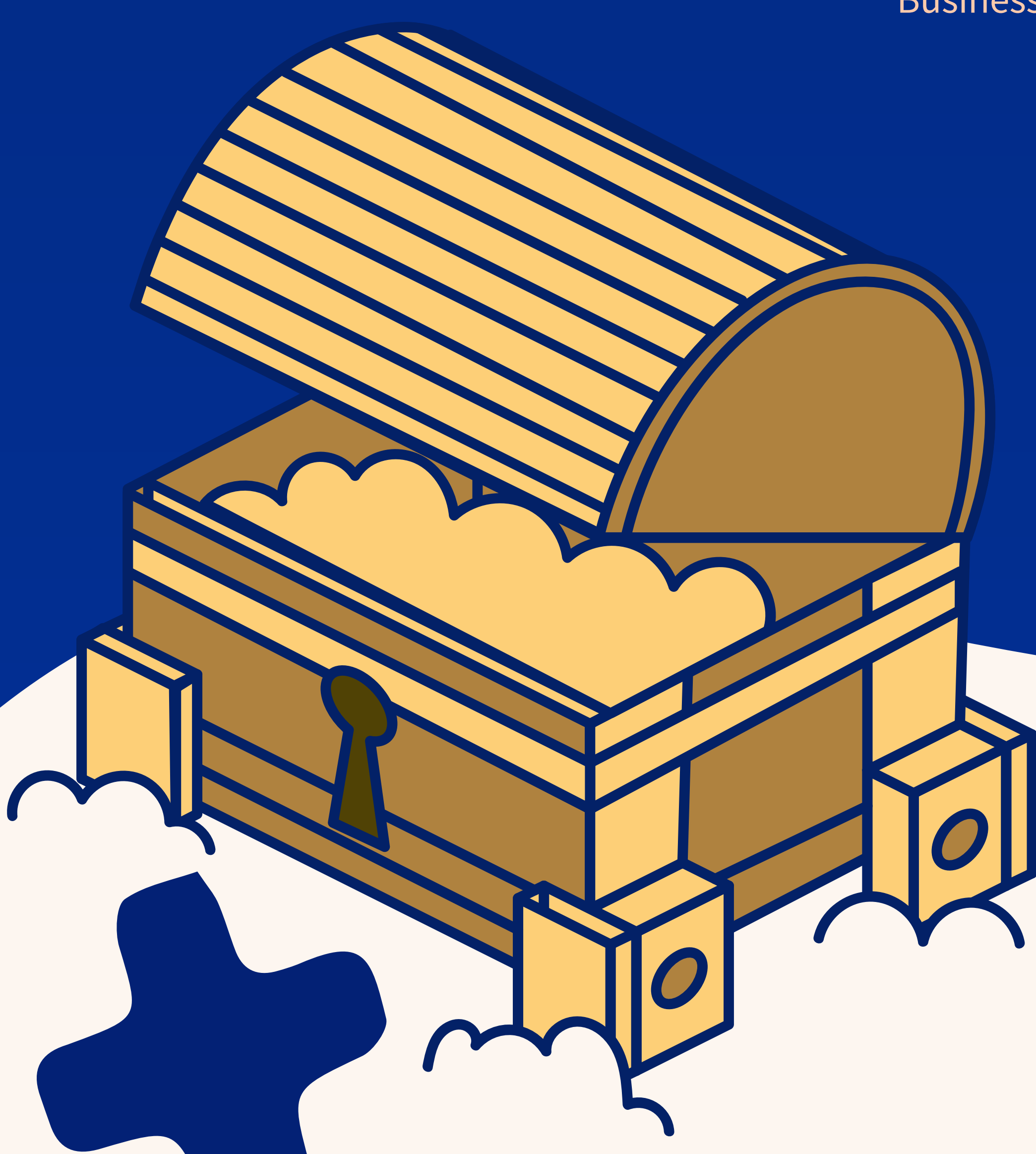
15% Google My Business

Sources driving the highest percentage of qualified leads²

75% Paid Search

78% Organic Search

70% Social Ads



Path to Lead Conversion



X Marks the Spot!



Visibility gained through better analytics



Better Follow-Ups



AI Powered Efficiency

1. Hobson: Driving ROI: The Business Case for a Call Tracking and Marketing Analytics Solution. Hobson & Company, 2023

2. From conversations to conversions: How small businesses can market smarter, CallRail, 2025