

CallRail

6 Reasons why CallRail delivers the best ROI for agencies



In today's climate of economic concerns and reduced marketing budgets, agencies must maximize value and minimize costs for clients. Call tracking solutions, which provide lead intelligence, are crucial for demonstrating marketing effectiveness, but aren't all created equally—especially when delivering value. If your current solution has unpredictable billing or lacks features and integrations while being expensive, it may be time to seek a better option.

With a network of over 7,000 agencies supporting more than 170,000 client businesses, **CallRail is already a trusted agency partner**. Why? Simply put, CallRail's Call Tracking and other suite of products provide the best value, helping agencies effectively provide lead intelligence, prove ROI, and optimize marketing strategies to their clients without surprises or compromises.



There's more to value than just cost. Here are 6 reasons marketing agencies partner with CallRail.

How CallRail delivers maximum value to marketing agencies



20% CPL Savings



Agencies that use CallRail reduce the cost per lead — helping them deliver more value to clients. [[Hobson](#)]

1 More attribution insights for the price

Having accurate lead intelligence is crucial to being able to show clients the impact of your marketing efforts. However, some call tracking solutions only provide the number swapping part of dynamic number insertion (DNI) and expect you to connect the visitor level attribution dots on your own. If your current solution is only swapping numbers in its base package, you're either stuck with incomplete data for that conversion or you need to pay more to unlock the full marketing story.

With CallRail, agencies don't have to choose between accuracy and affordability. Every agency that uses CallRail's Call Tracking solution has access to features like customer journey tracking, multi-click attribution, and pages visited, ensuring that they have access to the data they need to understand and optimize their clients' marketing efforts.

2 Get high-level analysis without high prices

Great lead intelligence data is just the first step. Marketing agencies must also turn attribution data into insights that help them tell the full story and deliver impactful recommendations to their clients. However, many call tracking solutions lack the reporting and robust integrations to do this, leaving agencies with lots of manual effort to put data to work.

CallRail makes it easy to turn data points into actionable insights with its unified reporting dashboard tailored to the needs of agencies. This eliminates the need for agencies to invest in other tools to uncover marketing insights like attribution modeling and multi-touch cost per lead. At the same time, CallRail's 50+ native integrations also make it easy for agencies to use Call Tracking data throughout their tech stack, including with their favorite visualization tools or ad platforms. CallRail also supports many more integration workflows through Zapier and webhooks.

3 Deliver consistent value to clients with fewer billing surprises

No agency wants to hit its clients with fluctuating costs and hidden fees. CallRail's pricing, which is based on a set number of minutes and phone numbers, allows agencies to confidently drive volume to their clients without worrying about variable costs. This transparency makes it easier to have honest and productive conversations with clients about campaign performance and cost efficiency. This not only enhances client trust but also strengthens the overall value proposition offered by your agency.

10% More Leads

Agencies that use CallRail deliver 10% more leads through better marketing insights. [\[Hobson\]](#)



4 Prioritize compliance and privacy to protect your clients' data

Dealing with customer data is increasingly complicated — and mistakes are increasingly costly for agencies. CallRail has a proven track record of supporting compliance — from [GDPR](#) and [CCPA](#) to [PCI](#) and [HIPAA / HITECH](#) — so you can provide marketing insights to even the most security-conscious clients in highly regulated industries.



5 Partner with a company invested in shared success with agencies

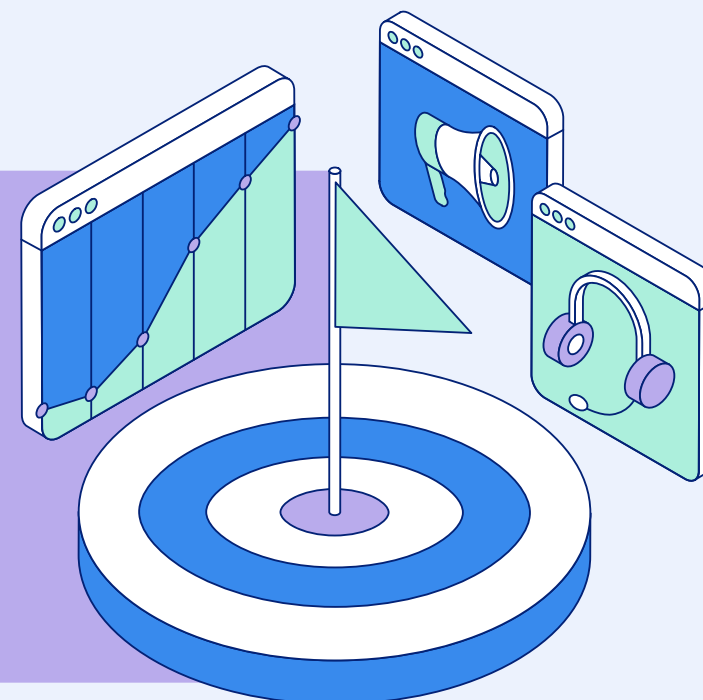
When adding a call tracking solution to their tech stack, agencies aren't just choosing a technology — they're looking for a partner that understands their needs and is willing to invest in their shared success. Yet, most vendors lack the resources to create a truly bespoke experience for agencies.

CallRail's Partner Program offers the incentives and support to deliver a true partnership tailored to the needs of agencies. Every agency has access to our partner portal and dedicated account manager, as well as go-to-market collateral, training, support, and incentives needed to ensure shared success.

7%

Increase in Close Rate

Agencies that use CallRail increase the call lead-to-close rates for their clients. [\[Hobson\]](#)



6 Give your clients cutting-edge technology

From [AI advancements](#) to the [demise of call and chat history in Google Business Profile](#), marketing is evolving at a breakneck pace — which is why clients are turning to agencies to deliver the technology and expertise to keep up with the competition.

CallRail's [product roadmap is fueled by the input of our 7,000+ agency customers](#), and every year we focus on how we can make life better for agencies. From improved client billing experiences to new AI-powered features that help provide more lead intelligence and marketing insights, we are always searching for new ways to drive greater value for you and your clients.

How agencies unlock call tracking without compromise

Agency recommendations are critical when choosing a lead intelligence technology like Call Tracking. When you partner with CallRail, you can join the thousands of other agencies who confidently recommend CallRail's Call Tracking as the best value to their clients.

Don't take our word —

[Try CallRail for free today](#)

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