CallRail

Winning with data:
How agencies drive client results with CallRail

Today's marketing agencies are expected to do more with less — optimizing campaigns, proving ROI, and uncovering new opportunities for clients, all while operating in an increasingly competitive digital landscape. The agencies succeeding are those who have turned to **Call Tracking** and **Conversation Intelligence**® tools to gain deeper visibility into what's actually working.

Here are highlights from top-performing agencies using CallRail to drive measurable client success, reduce wasted spend, and deliver powerful insights that fuel smarter marketing decisions.
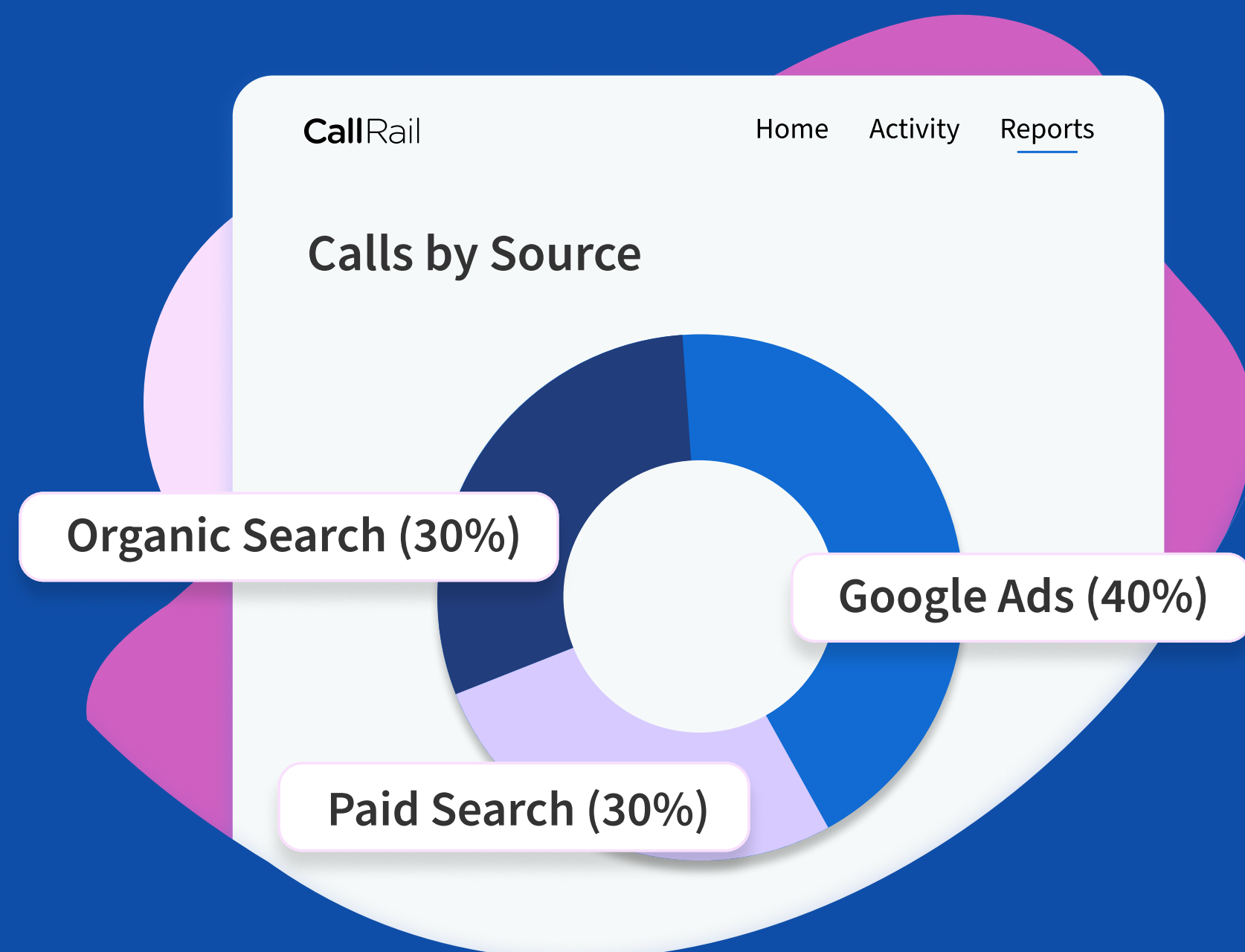
Proving ROI with smarter attribution

For many agencies, understanding which marketing efforts drive high-quality leads is one of the biggest challenges. Web form conversions tell only part of the story, particularly since phone calls often account for a significant share of leads, especially in service-based industries. CallRail's Call Tracking closes that attribution gap by showing exactly which ads, keywords, campaigns, or webpages drive inbound calls.

Proving ROI with smarter attribution

For many agencies, understanding which marketing efforts drive high-quality leads is one of the biggest challenges. Web form conversions tell only part of the story, particularly since phone calls often account for a significant share of leads, especially in service-based industries. CallRail's Call Tracking closes that attribution gap by showing exactly which ads, keywords, campaigns, or webpages drive inbound calls.

CallRail   Home   Activity   Reports

Calls by Source

Organic Search (30%)

Google Ads (40%)

Paid Search (30%)

Key features of Call Tracking:

- **Dynamic Number Insertion (DNI):** Automatically swaps phone numbers on your site based on the visitor's source, enabling precise attribution.

- **Multi-channel attribution:** See how calls connect to specific campaigns across Google Ads, Facebook, SEO, and more.

- **Call logs and recordings:** Maintain a complete record of inbound calls, including time, date, duration, caller ID, and source. Easily access call recordings for quality assurance, client reporting, or reference during campaign reviews.

These features make Call Tracking essential for any agency looking to prove ROI, optimize marketing budgets, and uncover what's really working.

Inflow Marketing saves client $50,000 annually

Inflow, a digital marketing agency, was tasked with managing Google Ads for a client who believed the ads were driving phone leads. But after implementing CallRail with Dynamic Number Insertion, the agency was able to prove otherwise.

They discovered the calls weren't coming from paid ads at all. Armed with this insight, they redirected budget away from under performing channels, saving the client $4,000 per month — or $50,000 per year — while focusing efforts on what truly worked.

Result:

$50k annual savings by eliminating ineffective ad spend.

savings of $4,000/month

"Once we deployed CallRail, we knew that the phone leads were not coming from Ads and we were able to eliminate that expense for the client — to generate a savings of $4,000/month."

– Mike Belasco, President and CEO of Inflow

inflow®
Custom Digital Marketing Solutions

(XXX)-XXX-9167

Humberview Group triples inbound leads

The Humberview Group, one of Canada's largest auto dealership networks, needed to unify marketing performance across its many locations. Before CallRail, understanding which ads or campaigns generated phone calls was guesswork.

With Call Tracking and DNI, the group gained visibility into call performance across digital and offline channels. By integrating this data into their analytics stack, they were able to attribute leads more accurately and optimize campaign performance.

"In the six months since implementing CallRail and merging their analytics, they've seen a more than 300% increase in their inbound leads."
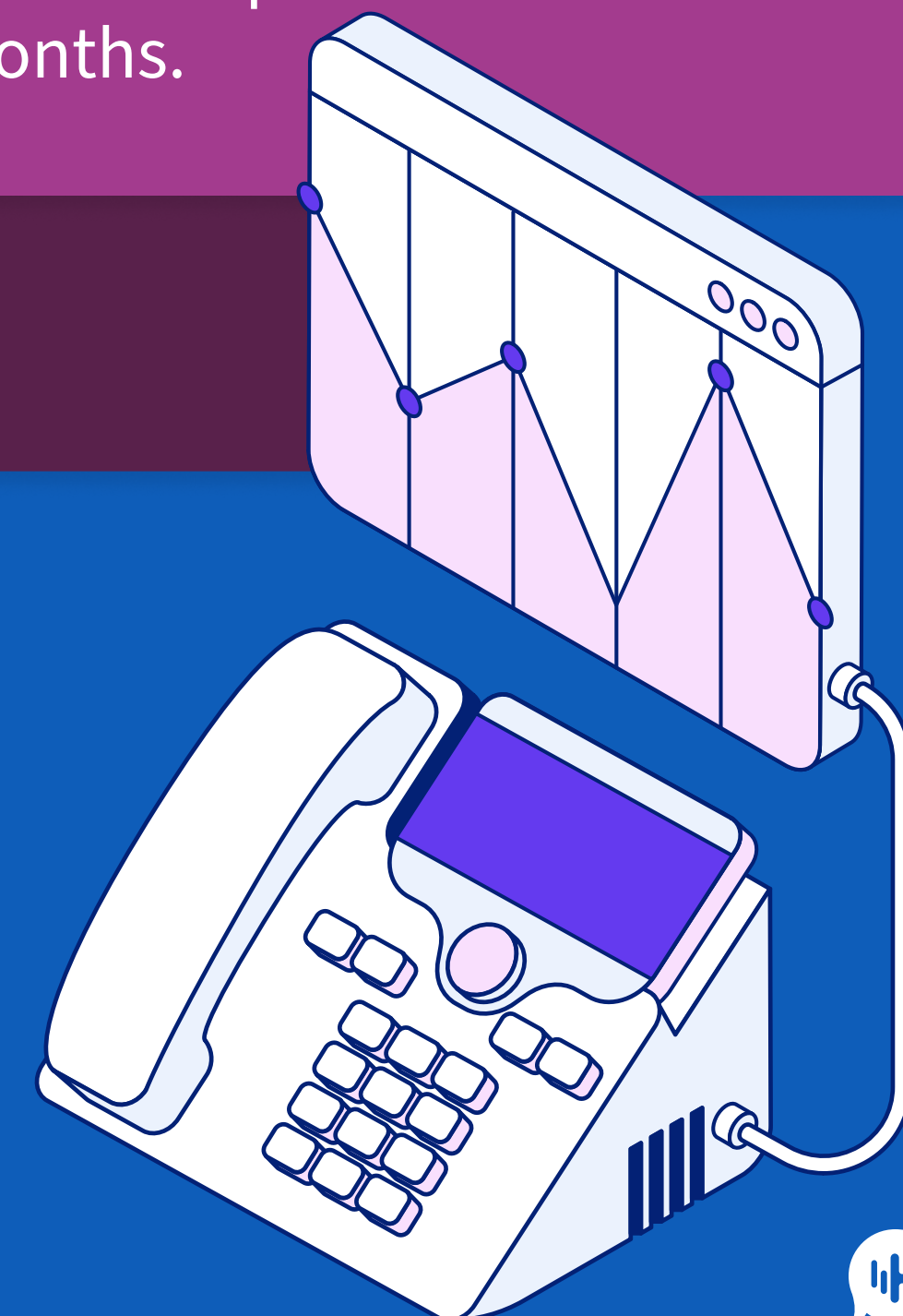
– Maxim Poliakov,
Digital Marketing Manager
at the Humberview Group

HG The**Humberview**Group
AUTOMOTIVE SPECIALISTS

Result:
300%
increase in inbound phone leads within six months.

See exactly what converts

When it comes to improving marketing performance, knowing which channel drove a phone call is only part of the equation. To truly optimize ad spend, agencies need to know which visitor, which page, and even which keyword led to that call. That's where **visitor-level source tracking** comes in — and it's one of the most powerful (and underutilized) tools in a marketer's tech stack.

With CallRail's visitor-level tracking, agencies can trace phone calls back to the exact session, ad, and keyword that brought a lead to the site. This method is more granular than traditional call tracking, unlocking insights that allow for precise optimizations across paid search and digital campaigns.
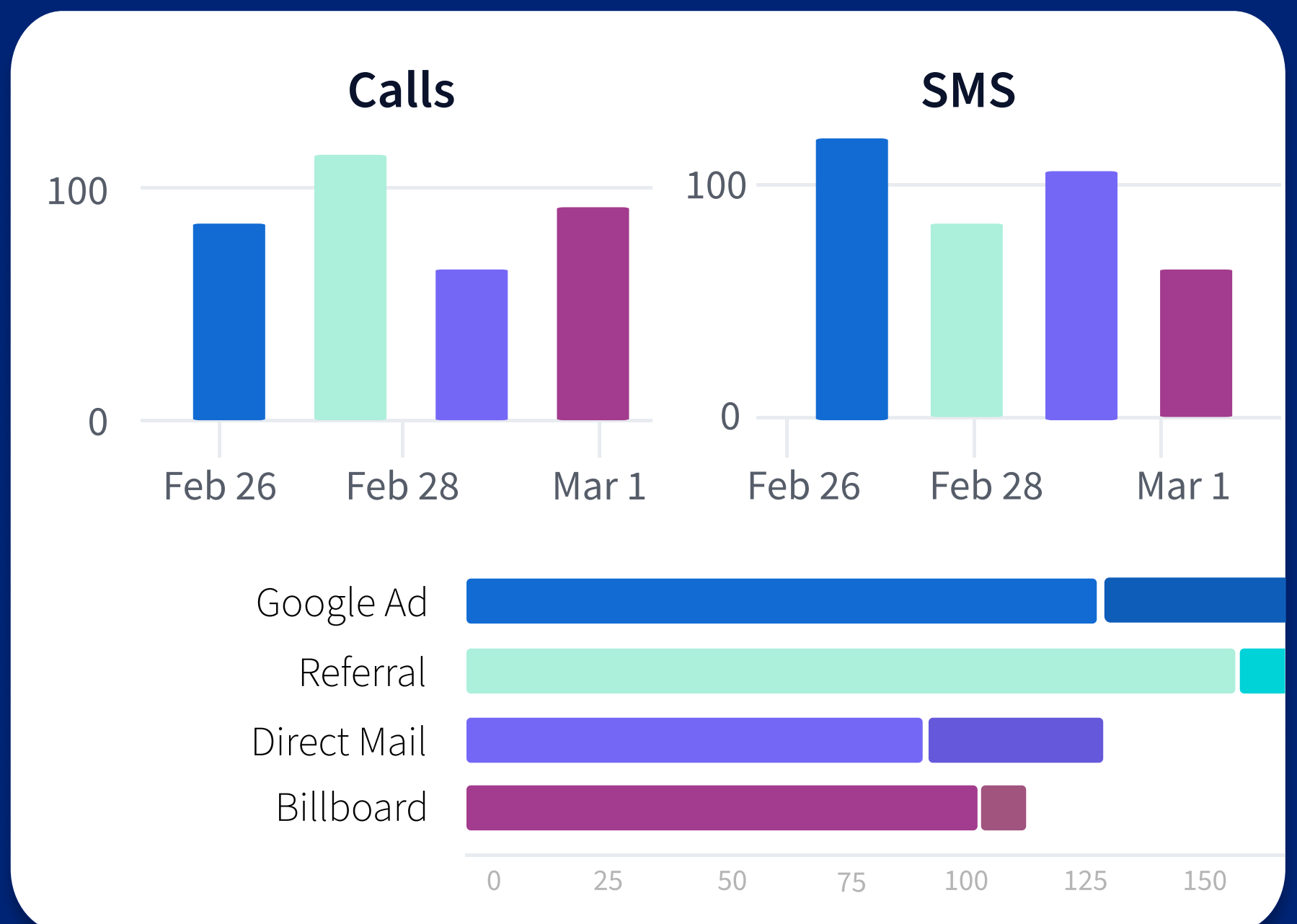
Willis
216-999-0582
Cleveland, Ohio

Call Source: Direct Mail

WebServ recovers 43% of wasted ad spend

WebServ, a performance marketing agency, suspected that a large portion of their client's paid traffic wasn't converting, but they didn't have the data to prove it. By implementing CallRail's DNI and visitor tracking, they could match inbound phone calls with specific keywords and ads for the first time.

They discovered that 43% of ad spend was going toward clicks that didn't result in meaningful calls. With this new visibility, WebServ reallocated that budget to high-performing keywords, instantly improving ROI without increasing spending.

"Using DNI and visitor tracking allowed our agency to reallocate 43% of wasted ad spend to profitable keywords."

– Jordan Nishkian, Content Strategist at WebServ

webserv

Result:
1/2

Nearly half of ad spend reallocated to better-performing campaigns, driving more efficient results with the same budget.

Turn conversations into conversions

When marketing agencies rely solely on form fills or attribution data, they miss a key part of the buyer journey: what's actually happening on the phone. That's where Conversation Intelligence becomes important. Conversation Intelligence transcribes and analyzes phone calls automatically, using AI to surface key insights — like lead quality, customer intent, and campaign effectiveness — without anyone having to listen to every call.

With Conversation Intelligence, agencies can:

- Identify qualified leads faster with AI-powered **call scoring**
- Uncover trends in customer questions, objections, and conversion triggers
- Equip clients with real-time insights to improve service and close more deals
- Feed call insights directly into CRMs or reporting tools for end-to-end visibility
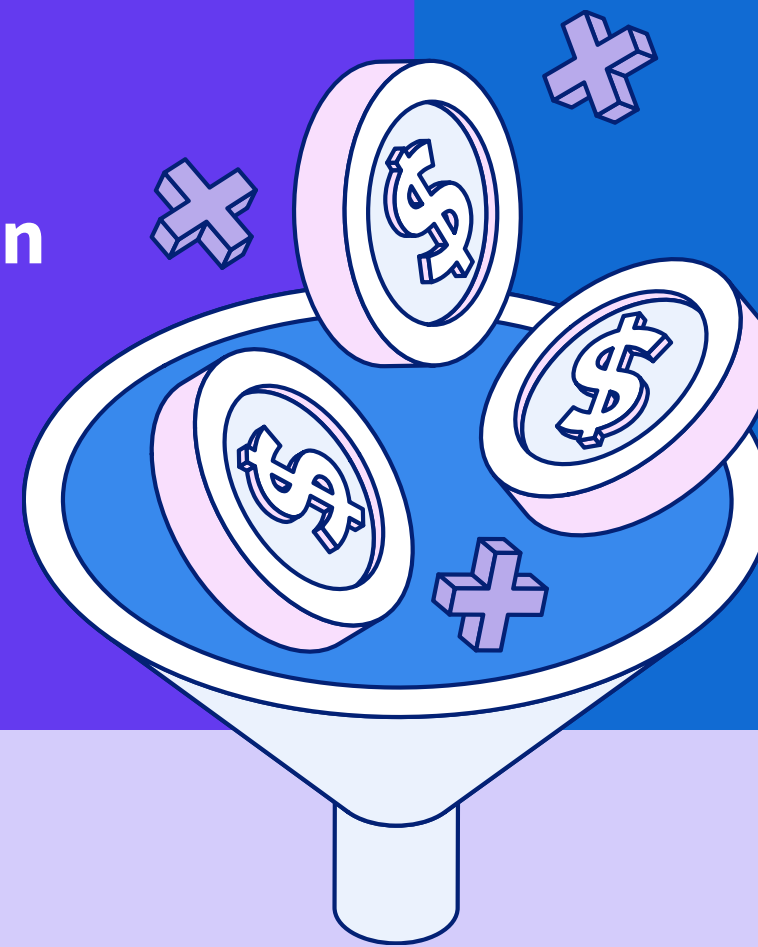
Wit Digital cuts CPL by 64% with Conversation Intelligence

"By powering up Call Tracking with Conversation Intelligence, Wit Digital is saving up to $4,000 per month. At the same time, Wit Digital has driven down its cost per lead by 64%."

– Ryan Cook Director of Client Strategy at Wit Digital

WIT DIGITAL

Result:

64% drop in cost per lead and up to $4,000/month in savings.

Wit Digital supports home services companies with lead generation campaigns. They needed more than just call attribution — they needed to know which calls were actually converting.

With CallRail's Conversation Intelligence, they analyzed call content, scored leads, and gave clients real-time visibility into what qualified prospects were saying. That insight helped them optimize campaigns and slash acquisition costs.

This kind of insight turns call tracking from a reporting tool into a strategic advantage, giving agencies a full-funnel view of campaign performance and empowering them to make smarter, faster decisions.

And Wit Digital isn't alone. Across the board, agencies using CallRail's Conversation Intelligence report high ROI:

- **200% – 400% average ROI** in the first year
- **Improved lead attribution accuracy** across online and offline touchpoints
- **Faster optimizations** based on real customer feedback and conversion cues

Conversation Intelligence is more than a nice-to-have — it's how modern agencies turn every phone call into a learning opportunity.
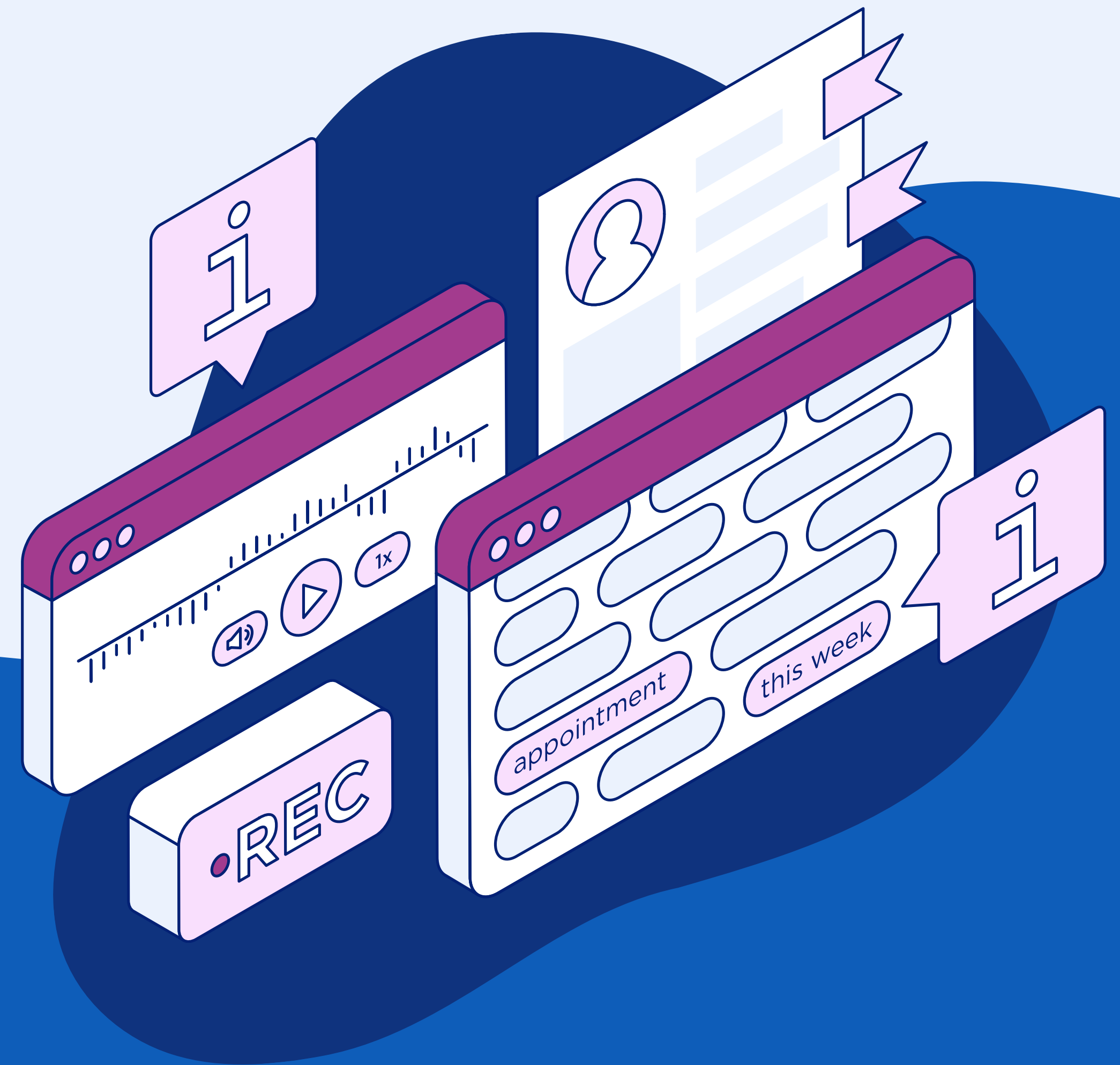
Ready to see what CallRail can do for your agency?

Try CallRail free and see how better visibility into phone calls can drive better results.

Start your free trial

CallRail