

# Stop guessing what's working

A playbook for connecting campaigns to customers

You're spending money to make the phone ring by running campaigns, refining keywords, and adjusting bids. When a lead finally calls, that's the moment your marketing either connects the dots — or goes dark.

Most marketing tools can't tell you which campaigns became conversations, which conversations became customers, or whether your budget is working. So you're left guessing and justifying spend you can't fully prove.

CallRail connects the dots between your campaigns, conversations, and new customers, so you can see what's working and prove it.

## CAMPAIGNS

Know what's driving your best leads

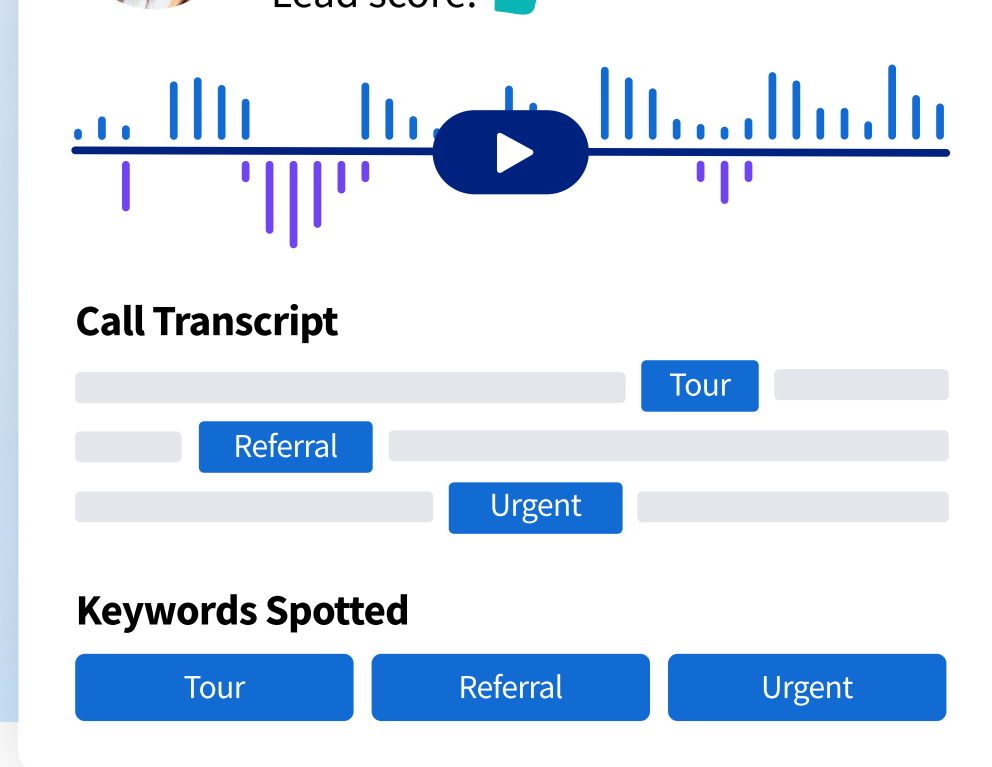
### PLAY 1

#### Track calls back to the campaigns and keywords that drove them

A strong marketing strategy starts with knowing what's working, but when leads start coming in, most marketers only see part of the story. They know a lead called, but not which campaign, keyword, or channel sent them there.

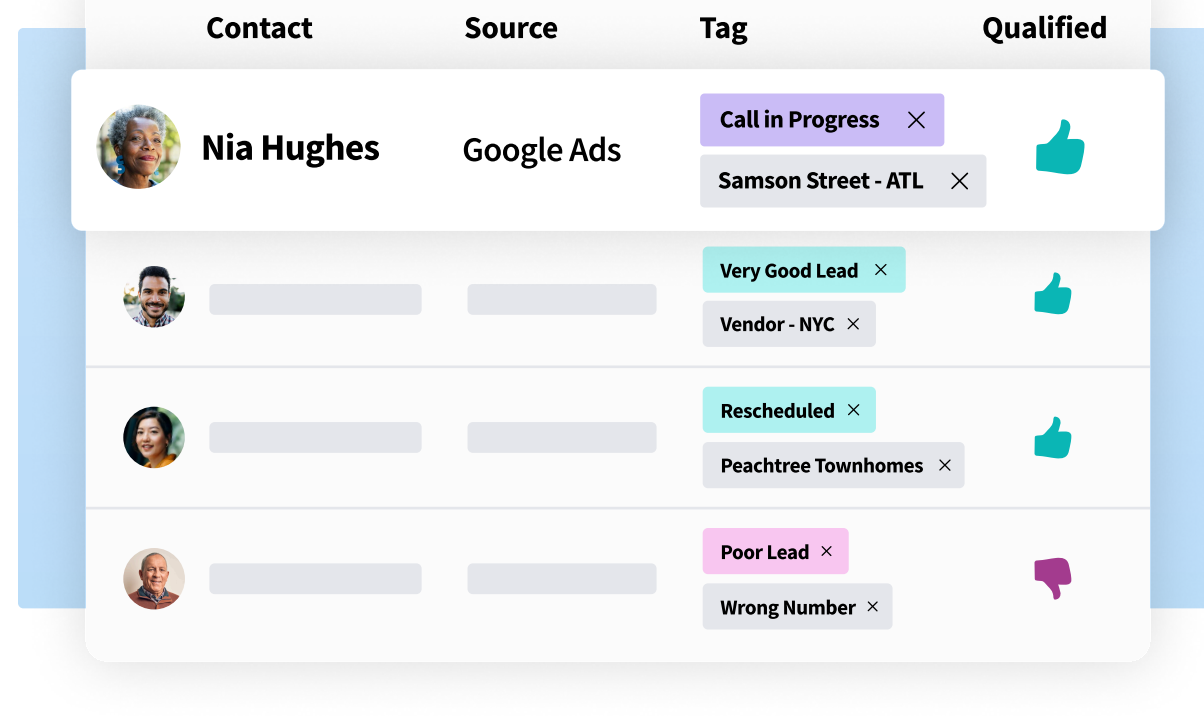
Call Tracking gives you that missing piece with full visibility into where every lead comes from. [Dynamic number insertion](#) (DNI) then assigns a unique tracking number to every visitor, automatically tying each call and form fill back to its source — the campaign, ad group, or keyword that drove it.

With calls, cost per lead, and conversion data all in one place, you can see exactly where your budget is working.



### PLAY 2

#### Get more from your ad spend with stronger lead signals



More calls only help if they lead to more customers. To improve performance, you need to know which calls, chats, and texts are most likely to convert, but without the right tools, it's impossible to tell the difference at scale.

CallScore automatically rates every inbound call based on lead quality, so you always know which leads to prioritize. Send those high-quality calls back to Google Ads as conversion events, and let automated bidding focus your budget on the calls that turn into customers.

You'll spend less on low-value calls and have more budget to put toward the leads most likely to drive revenue.

### What you gain

- ✓ Clear visibility into which campaigns drive calls, texts, and chats
- ✓ More efficient ad spend that's focused on what converts
- ✓ More high-quality leads from the same marketing budget

### #1 in Inbound Call Tracking

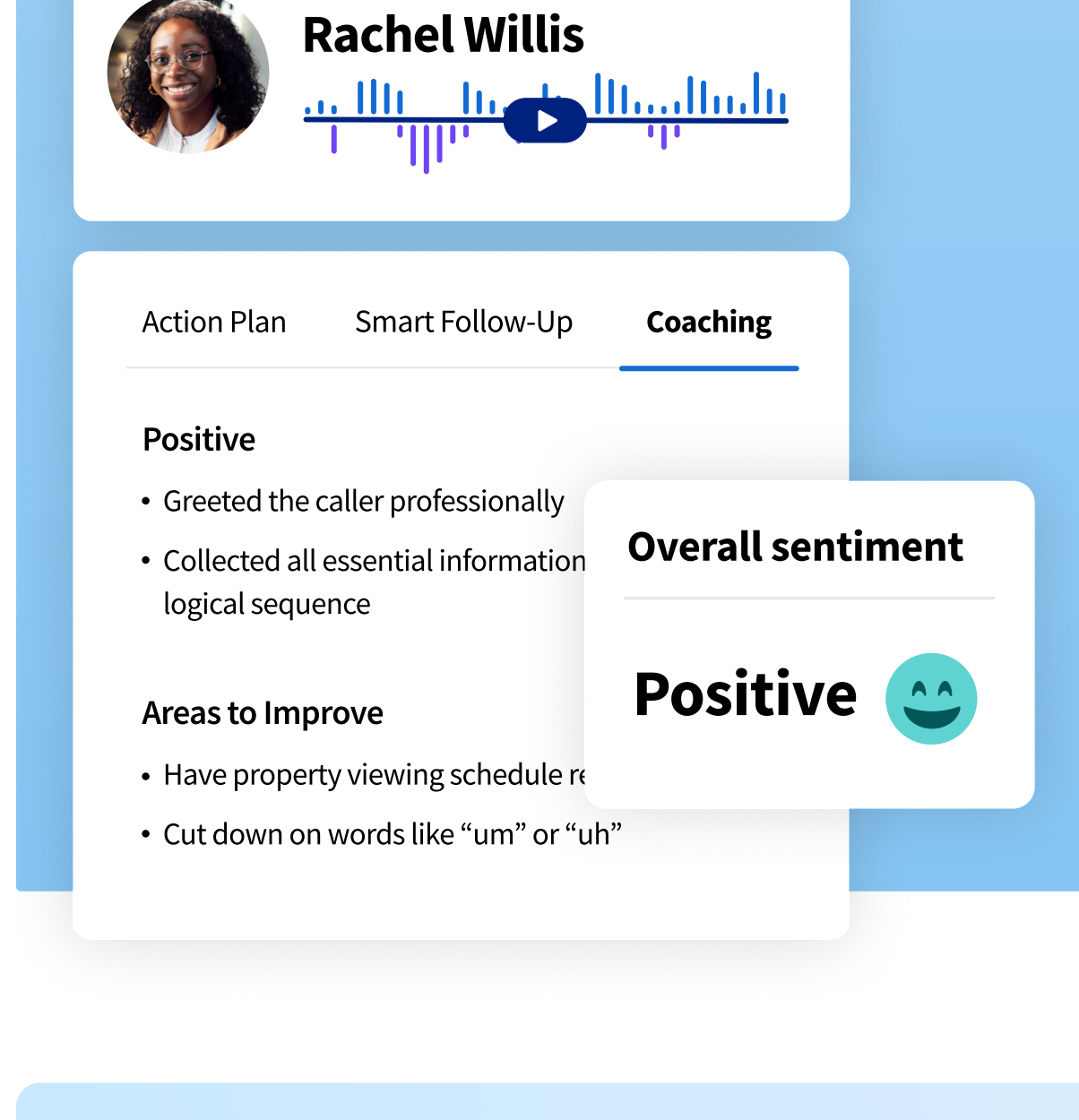
Leader: Attribution & Marketing Analytics

"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 Reviewer

## CONVERSATIONS

Turn every call into actionable insights



### PLAY 3

#### Capture insights from every conversation without manual review

Your calls are full of valuable information: what customers need, how they feel, and whether they're ready to buy. The problem is that no team has the time to manually review every conversation, and that's where critical insights get lost.

[Premium Conversation Intelligence™](#) automatically summarizes every call, surfaces conversation trends and sentiment, and gives you a clearer view of what customers are asking about, how they feel, and what messages are landing. You can use those insights to refine your campaigns, sharpen your ad copy, and catch issues early.

### Market Leader in Conversation Intelligence

12+ consecutive G2 cycles

"We've been able to get more visibility into the leads we are driving via phone calls and also see the quality of those leads with Conversation Intelligence."

— Andrew Humme, Marketing Professional, Ozinga

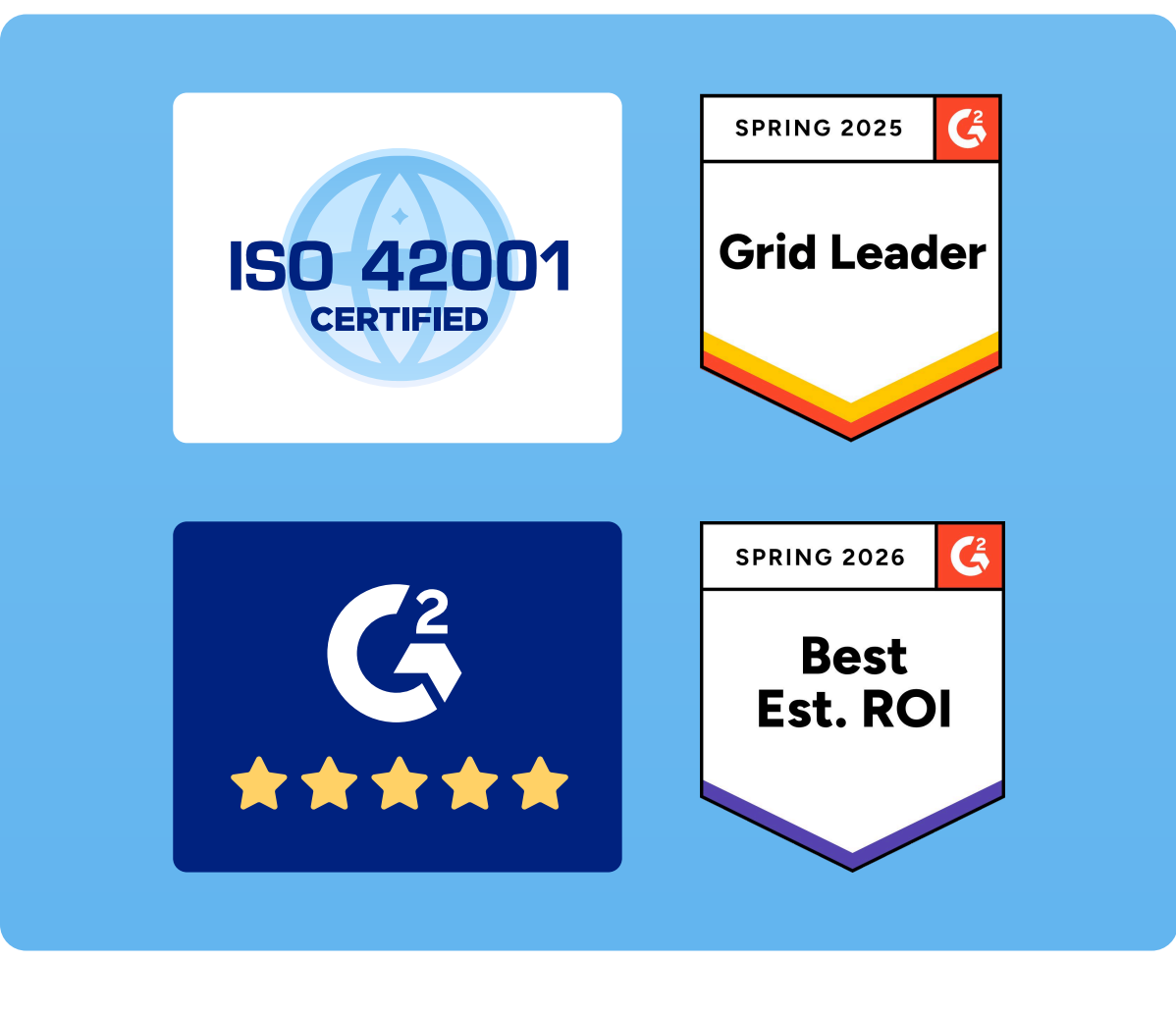
### PLAY 4

#### Ensure every call gets answered — even when you're not available

On average, 28% of calls go unanswered.<sup>1</sup> Every one of those is a lead you paid to generate, now lost before the conversation even started.

[Voice Assist](#) answers calls 24/7, captures what the caller needs, and routes the right calls to the right place. It sends an automated follow-up text after every interaction so no lead is left waiting.

Every call is logged with an automatic summary, caller intake details, and a lead score, giving your team the context to prioritize and follow up faster.



### What you gain

- ✓ Every lead captured after hours, during busy periods, and everywhere in between
- ✓ Real-time insight into what customers are actually saying
- ✓ Faster follow-up at scale without adding headcount

"The AI Voice Assist miss calls helps ensure we don't miss calls during off-hours or busy times."

— Alan Zuleger, Sales Manager, Speedy Offers

## CUSTOMERS

Convert faster and prove your work

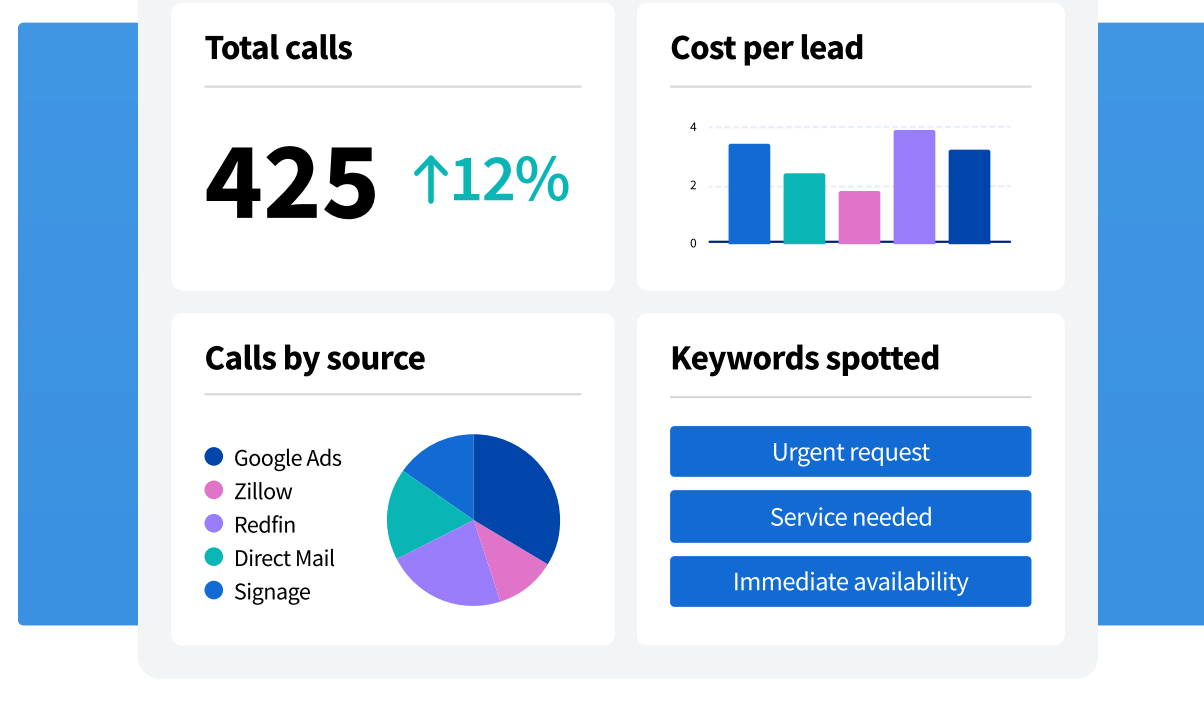
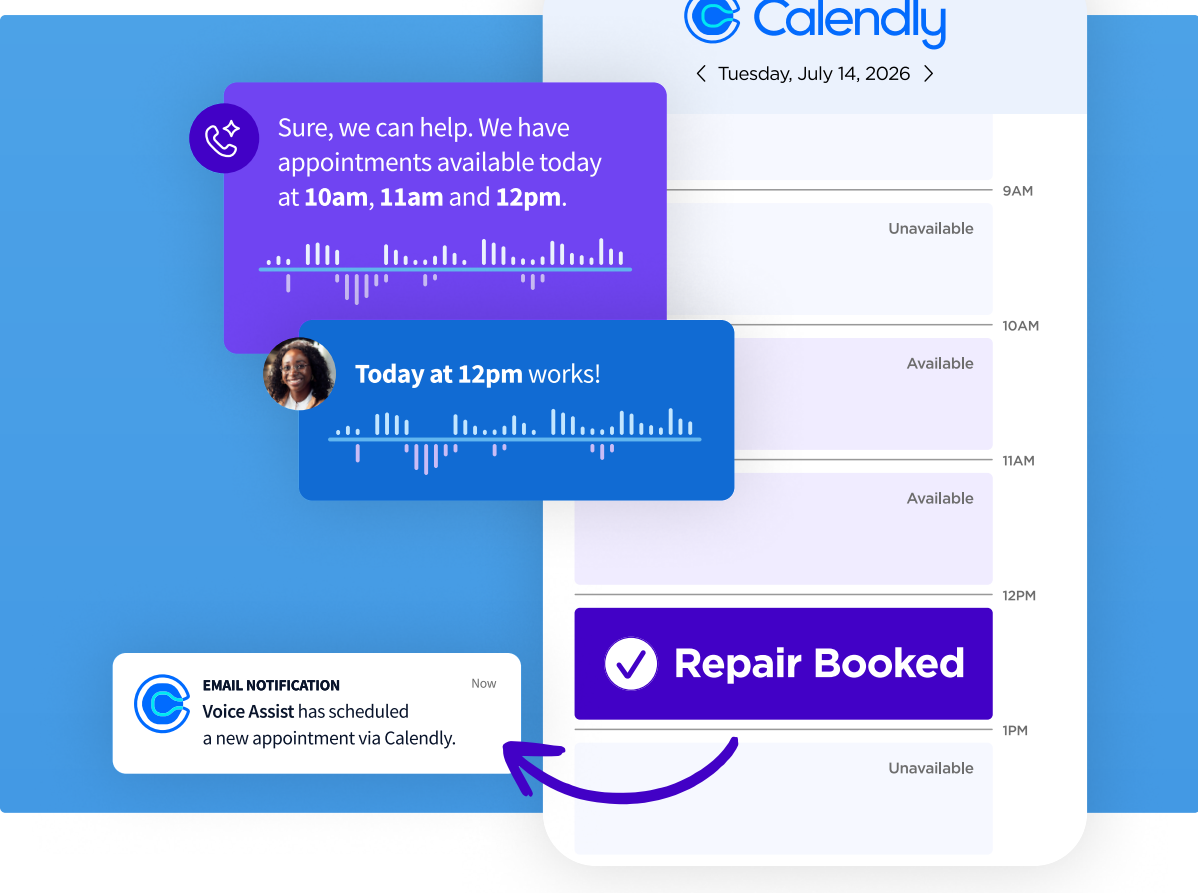
### PLAY 5

#### Turn every conversation into an automatic next step

Speed matters when it comes to converting leads, but keeping up with every inbound call is not always realistic, especially when your team is busy. When you miss a call, [Voice Assist](#) can book appointments live on [Google Calendar](#) or [Calendly](#) — so the next step is already taken care of.

Premium Conversation Intelligence gives your team a recommended action, a personalized follow-up message, and coaching notes after every call. Instead of spending time figuring out what happened and what to do next, your team can move straight into follow-up.

Businesses are **21x** more likely to start a sale if they call back within five minutes instead of 30. Make it easier for your team to respond faster and keep more opportunities moving.



### PLAY 6

#### Prove your marketing worked, all the way to the customer

Most businesses track their calls, CRM data, and campaign results in separate systems, making it nearly impossible to connect marketing spend to revenue.

[CallRail](#) connects directly to your CRM, so every call source, keyword, and outcome flows in automatically. Map closed customers back to the exact campaign, ad, and keyword that drove them, and share a clear attribution report with cost per lead, lead quality, and returns your stakeholders can review and share.

### What you gain

- ✓ Faster lead response at scale
- ✓ Full-funnel attribution from first click to closed customer
- ✓ Proof of marketing returns to share with stakeholders

"I use CallRail to determine what's driving real customer engagement, identify customer intent, and highlight trends and performance insights."

— Verified G2 Reviewer

# Connect the dots and see the full picture

CallRail helps you answer every call, understand every conversation, and connect every customer back to the campaign that drove them for better conversion, stronger customer relationships, and a clearer return on your marketing spend.

That's why, for 15 years, more than 225,000 businesses have trusted CallRail.

Try CallRail free for 14 days

### #1 in Inbound Call Tracking for 8+ years

Leader: Attribution, Marketing Analytics, Contact Center

"They provide the best support of any support team I've ever worked with. Among all of the software companies I've worked with, CallRail stands out as a 10 out of 10."

— Eitan Franco, Founder, RivoAds

<sup>1</sup> Derived from CallRail Voice Assist beta participant insights, comparing performance during the program to the six months prior to enrollment.