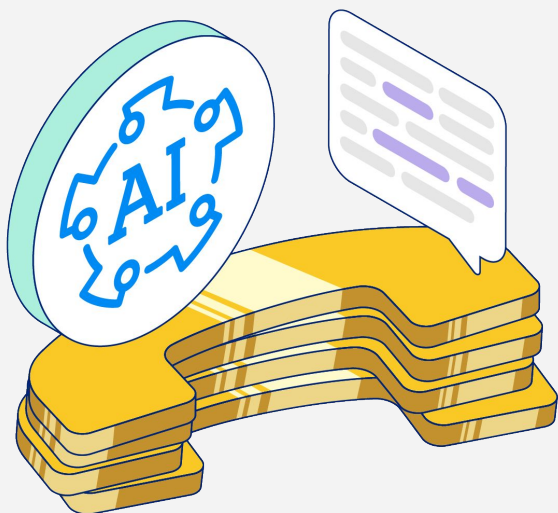
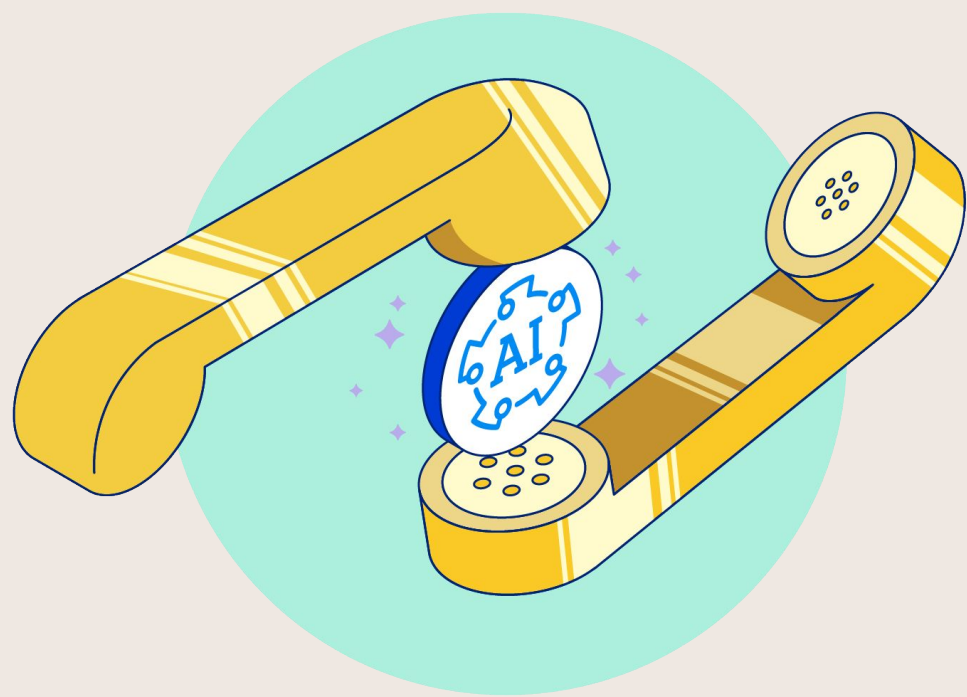


# What 100m phone calls reveal about data-driven marketing and sales



Your conversations are a **goldmine** of untapped insights. Use AI to unearth them.

The days of simply picking up the phone, chatting with a lead, and perhaps taking some notes (if you have a notebook handy) are over.

Smart businesses have long realized that conversations provide some of the richest insights you can get anywhere about consumer needs and intent.

## Conversation data could improve...



### Lead Conversion

Get clarity on buyer needs, smartly handle leads based on caller intent, and reach better outcomes, faster.



### Customer Satisfaction

Give relevant, personalized interactions to every customer and ensure any agent is ready to pick up the thread.



### Agent Performance

Rapidly identify in-call opportunities, provide better coaching, and recommend effective follow-up actions.



### Marketing Optimization

Refine campaigns and bidding strategies, improve lead quality, and understand the impact of your campaigns.

## AI-mined insights make your business more *human*.

AI doesn't replace customer conversations — the insights it mines makes them more meaningful and productive.

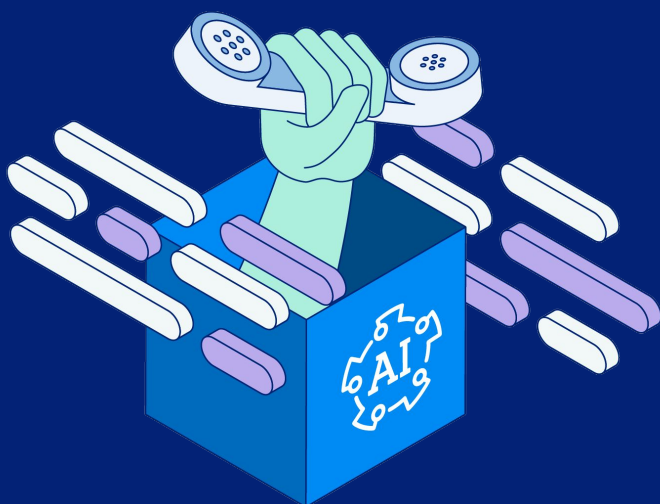
I think I'm attracting good leads, but results aren't showing it...

I don't have time to personalize follow-up actions based on my leads' intent...



My view of how agents are handling calls is murky...

I have no insight into conversation trends across all of my calls...



CallRail

## Ready to mine the data gold in your conversations?

CallRail's Conversation Intelligence® is the leading AI for businesses small and large to mine their conversations for sales-boosting, marketing-optimizing insights.

[Try it FREE at callrail.com](https://callrail.com)