



Call Tracking 101

How many times have you asked a caller how they heard about your business? With call tracking software, you'll know the answer before you even pick up the phone. And when you know which advertising campaigns make your phone ring, you can measure their success — and optimize your marketing strategy to improve your return on investment (ROI).

Why use call tracking?

With call tracking, you'll get a clear picture of how well each of your marketing channels is working so you can optimize your strategy for the best possible ROI. You'll also gain valuable insights that help you improve customer service and turn more leads into lifelong customers.

Measure your results

See every interaction with your ads, keywords, and campaigns so you can compare the performance of one message or strategy to another.

Improve your campaigns

Maximize your lead-generation strategies by discontinuing ads that aren't working and reinvesting in the ones that are. Analyze call recordings for trends and keywords to use in your marketing.

Convert more leads

Improve customer experience with smart features like call routing that connects callers instantly with the representatives who are best trained and available to help.

How does call tracking work?



Campaign Numbers

You select unique call tracking numbers to assign to each campaign or listing

Track

Potential customers see your ad or listing and call the associated phone number

Forward Calls

No matter which number they use, the calls ring directly into your main business phone

Analyze

Because they used one of your tracking numbers, you know instantly which ad or campaign inspired them to call

Manage

You provide services as normal, but your caller's information is captured in CallRail