CallRail

Case Study

Not-so-secret sauce: How CallRail + Unbounce became this agency's recipe for success

How integrating CallRail and Unbounce boosts PatientClicks' ROI

For PatientClicks, integrating CallRail and Unbounce has fueled their growth and strengthened client relationships. The integration delivers:

- **Actionable Data:** CallRail data and insights help PatientClicks determine which marketing channels and strategies work best. Unbounce landing page data is used to see which pages drive the most calls and bookings.

- **Optimized Ad Spend:** Once PatientClicks uses metrics from CallRail and Unbounce to analyze booking rates, cost per lead, and keyword performance, they shift spend to the highest-performing campaigns.

- **Improved Conversion Rates:** Smart traffic and A/B testing in Unbounce, combined with call data from CallRail, help PatientClicks achieve higher conversion rates across clients. The agency is able to determine which calls are most likely to become bookings.
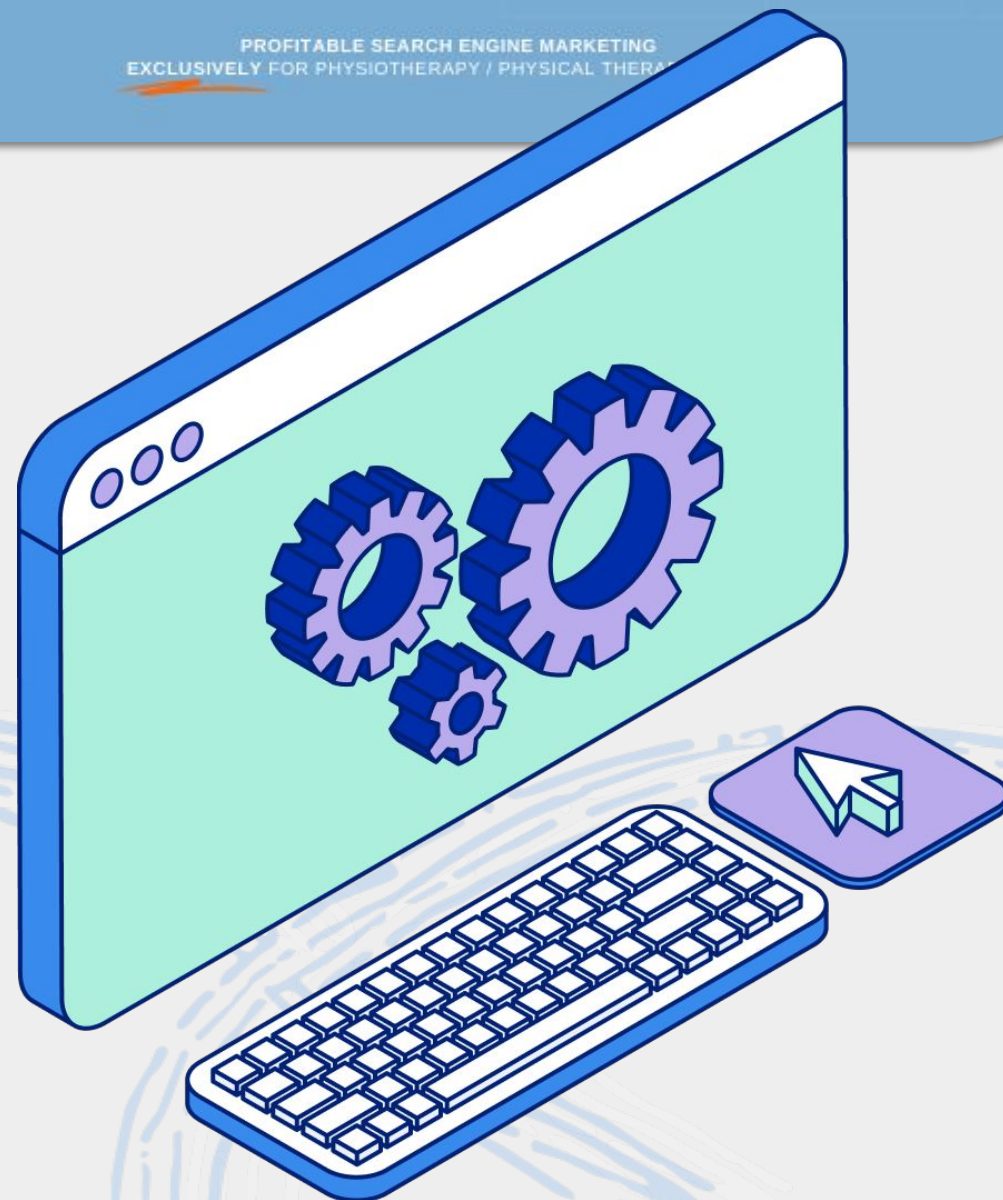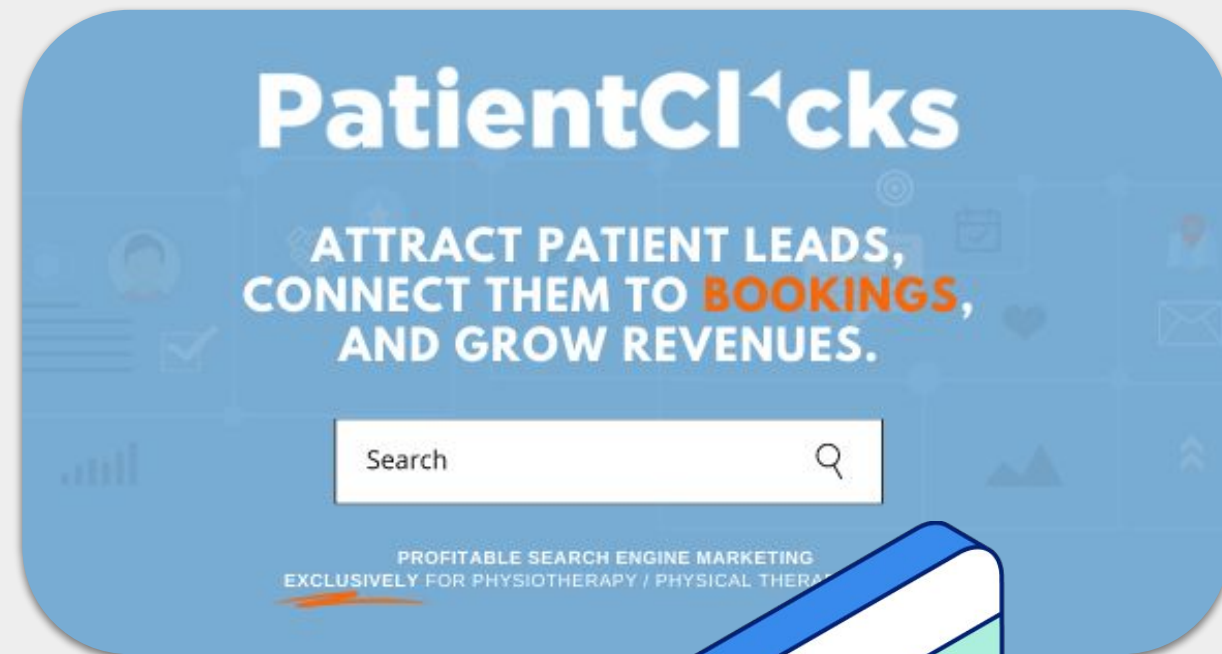
CallRail products

Call Tracking
Conversation Intelligence
Call Recording
Call Transcripts

CallRail integrations

Google Ads, UA, Microsoft Ads, Unbounce, Webhooks

"You have to have that integration with CallRail"

PatientClicks is a rapidly-growing digital marketing agency focused on physiotherapy clinics. According to Christian Krohn, the agency's founder and CEO, the primary driver of their recent success is their unwavering belief in transparency.

"We've built a proprietary dashboard that shows our clients, 'Here's how we're doing on the top level, acquiring patients and creating that visibility for their brands.'" Christian revealed two ingredients in the dashboard's recipe for success: "CallRail is part of the secret sauce that makes our Google ad campaigns work. The other ingredient is Unbounce."

The first landing page builder on the market (and now a major player in the AI-powered marketing space), Unbounce has delivered billions of leads, sales, and signups to thousands of businesses. Christian manages around 500 Unbounce landing pages for his clients. He says, "We link every single one to CallRail. There's not a single page that goes live without it."

"CallRail is part of the secret sauce that makes our Google ad campaigns work. The other ingredient is Unbounce."

Christian Krohn
Founder & CEO, PatientClicks

CallRail

unbounce

For PatientClicks, the ultimate measure of success is increased patient bookings. And with 70-80% of patient leads coming from calls, having the right call tracking solution in place is critical. Christian notes, "Identifying which Unbounce variants drove those calls is really, really crucial."

"You have to have that integration with CallRail," Christian explains. "Not only does Call Tracking prove which marketing initiatives translate into real bookings, it also reveals the cost per conversion and the revenue we generate."

Without the CallRail and Unbounce integration, "We'd be in the dark," Christian states matter-of-factly.

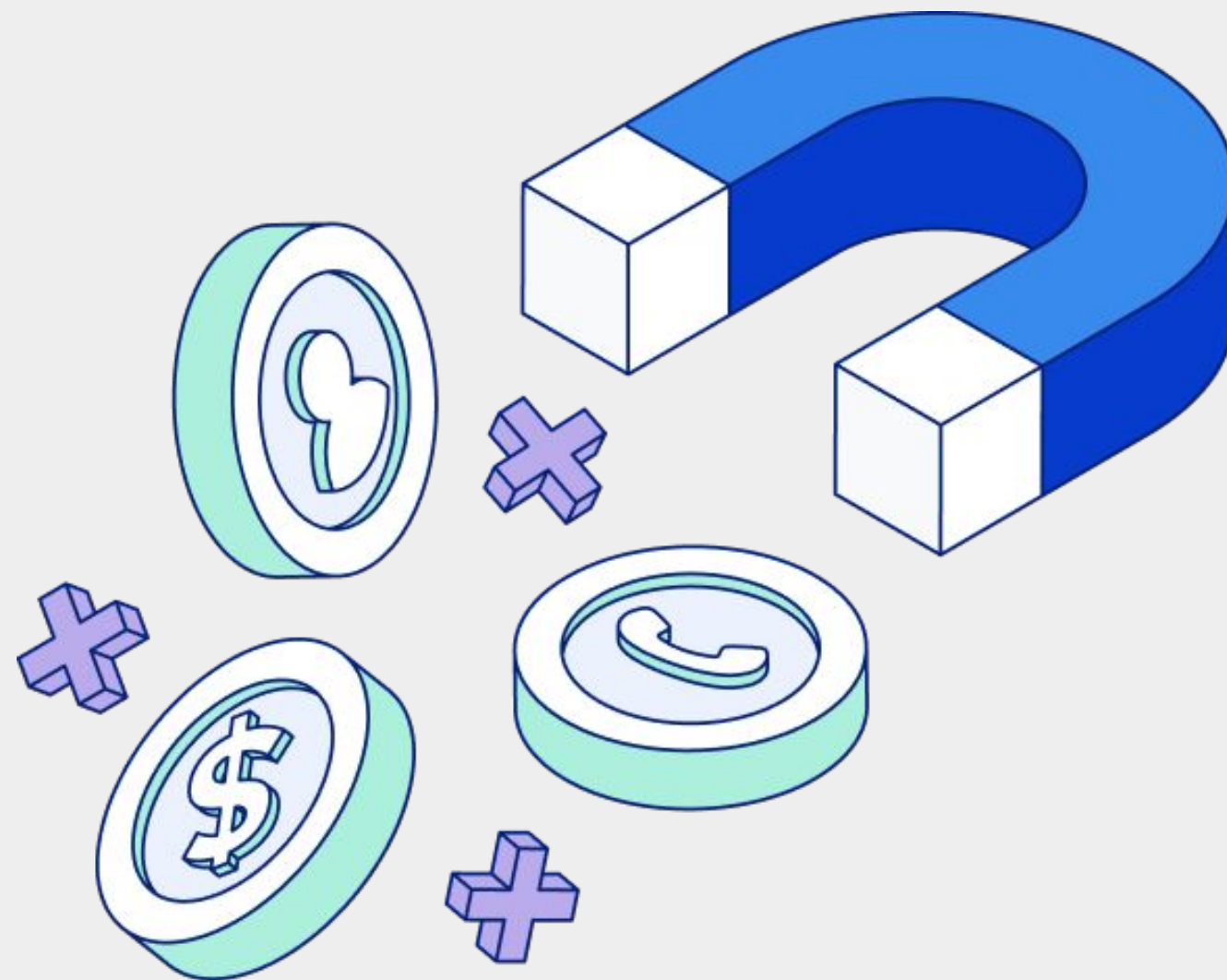# How the agency gained "a very significant competitive edge"

Required reading for PatientClicks' clients, the agency's "did not book" report is based primarily on CallRail data. Sometimes, it uncovers hidden gaps in service that negatively impact marketing effectiveness.

PatientClicks integrates CallRail and Unbounce data into their dashboard.
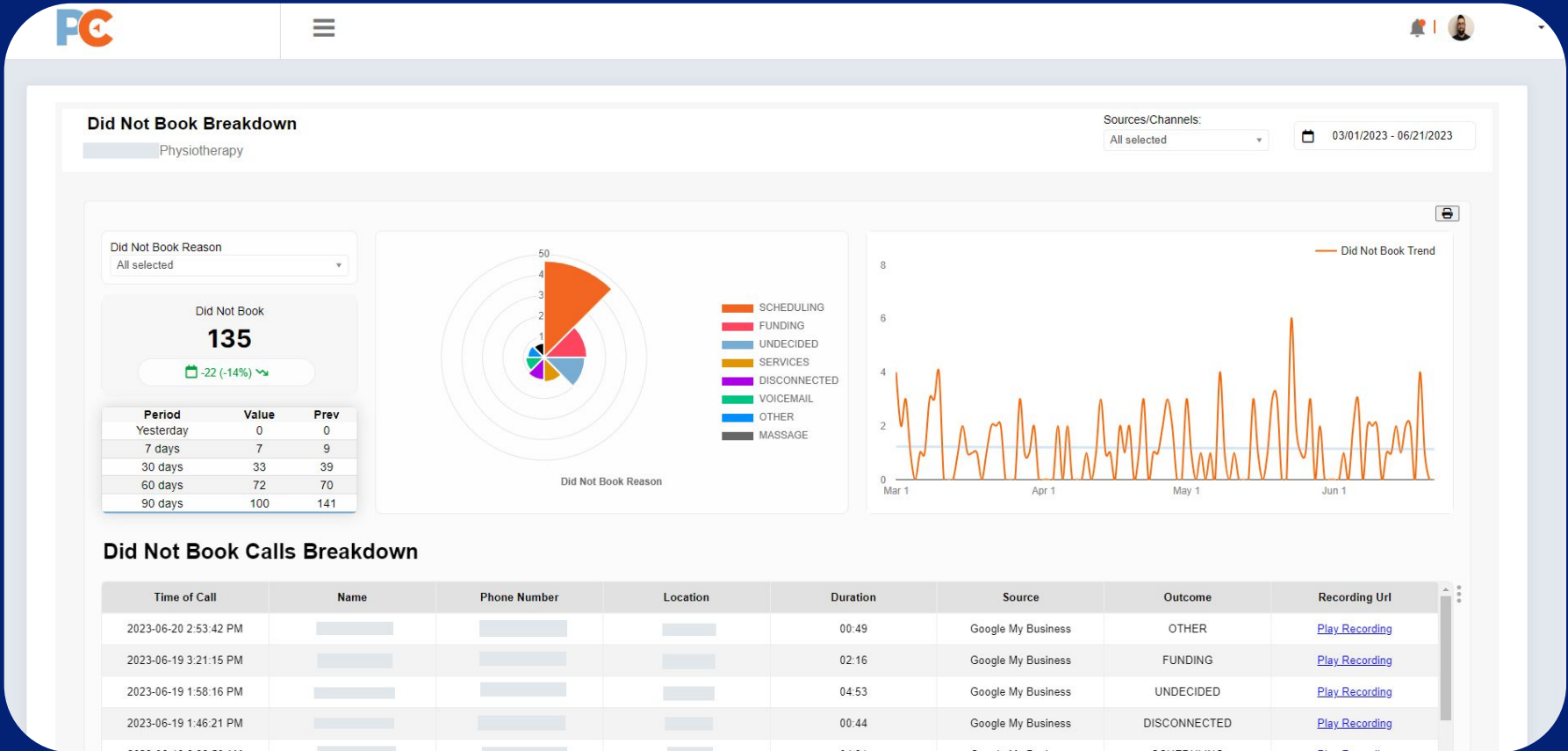
"When we notice a client's front desk isn't answering calls, we know they're going to have a hard time driving revenue from any paid programs, whether they try Google Ads, Microsoft Advertising, Facebook ads, PatientClicks, another agency, or in-house efforts. It won't matter, right? I tell the client, 'Let's use the Call Tracking data to understand what's going on.'"

- Christian Krohn

After they delve into the data and categorize potential issues, PatientClicks focuses on making incremental improvements. "We don't try to fix the entire booking rate at once," clarifies Christian. "We address small aspects of the booking rate, so we see significant improvements over time."

Still, for some of PatientClicks' clients, seeing isn't believing. At least, not at first. "Many of them are in shock. They'll say, 'But we have new clinical ownership,' or 'My front desk team is really, really good. They've been with us for years!'"

The report helps PatientClicks attract and retain clients. "It gives us a very significant competitive edge. A lot of our competitors can't deliver that data. And because we offer transparency, our clients can answer definitively, "Am I making a return on my investment with PatientClicks or not?"

Using AI-powered tools to save clients "a ton of time"

As eye-opening as his agency's "did not book" report is, it's sometimes hard for Christian to get his clients to take the extra step of listening to what is — and isn't — happening during front desk calls.

"It's important for owners to understand how that front desk is potentially dropping the ball, right? Still, the biggest complaint I hear from clients is that they have to manually listen to recorded calls themselves. The time it takes is a barrier to getting things done."

That's why PatientClicks plans to lean into AI-powered tools to automatically surface the most actionable insights from patient conversations. "Now with this AI component, we can summarize calls and spoon feed that information and save them a ton of time. It can allow us to identify patterns that might reveal, 'Oh, the 'did not books' are happening on the funding side, not the scheduling side. And this is why.'"

Launched in 2016, CallRail Conversation Intelligence® has been using artificial intelligence to understand and transcribe customer calls long before AI became the world's most talked about technology. Using the industry's most advanced speech recognition AI, the new Premium Conversation Intelligence delivers 3-5 sentence summaries of each call as well as thumb's up or down sentiments that reveal the tone of every conversation at a glance.

The PatientClicks team isn't new to AI — they rely on Unbounce Smart Traffic to automatically route each visitor to the most relevant landing page. Smart Traffic also delivers audience insights the agency uses to supercharge landing page performance. "Smart Traffic was exceeding our abilities as humans to test," says Christian. "It was better on every level."

Amy Willis
Amy.Willis@email.com
216-999-0582
Source: Google Ad

Call Summary

Inbound Call on Feb.6 4:44pm

Caller wanted an appointment for Friday. Rep asked for details about the appointment and location. Appointment scheduled with field rep.
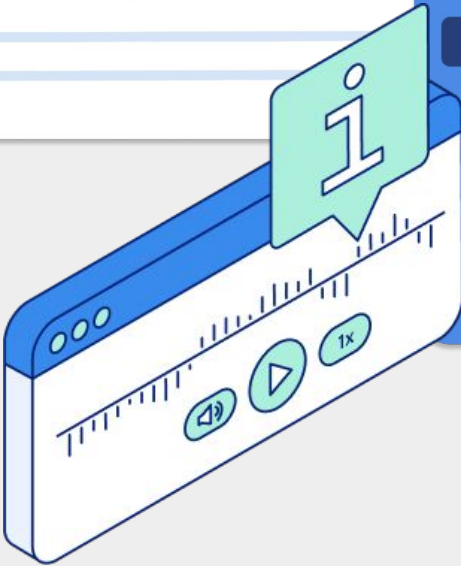
Inbound Call on Jan.2 2222 5:32pm

Overall sentiment

😄 **Positive**

😐 **Neutral**

😡 **Negative**

appointment

Friday

location

scheduled

CallRail and Unbounce are "super easy" to integrate — and sell

Connecting CallRail and Unbounce not only delivered the data PatientClicks needed to make good on their commitment to transparency, it was effortless. "It's a one-click integration," confirms Christian. "It's super easy, right?"

That pleasant surprise followed Christian's previous struggles integrating Unbounce and another call tracking provider. "We jumped through so many hoops, but the data passed from Unbounce was unusable. " His experience with CallRail, on the other hand, was night and day. "The data is so accessible, why wouldn't we use it?"

Christian also claims the integration is easy to sell: "When we show clients how we connect the dots, they perceive the value. We couldn't do it without integrating CallRail with Unbounce."

Unlock your agency's potential.

Try everything CallRail offers — from Call Tracking to Premium Conversation Intelligence — free for 14 days.

Try CallRail free