Phone Calls are Not Dead

How to Drive Real Results and ROI with Call Analytics

CallRail

CallRail | SharpSpring

Madelyn Newman
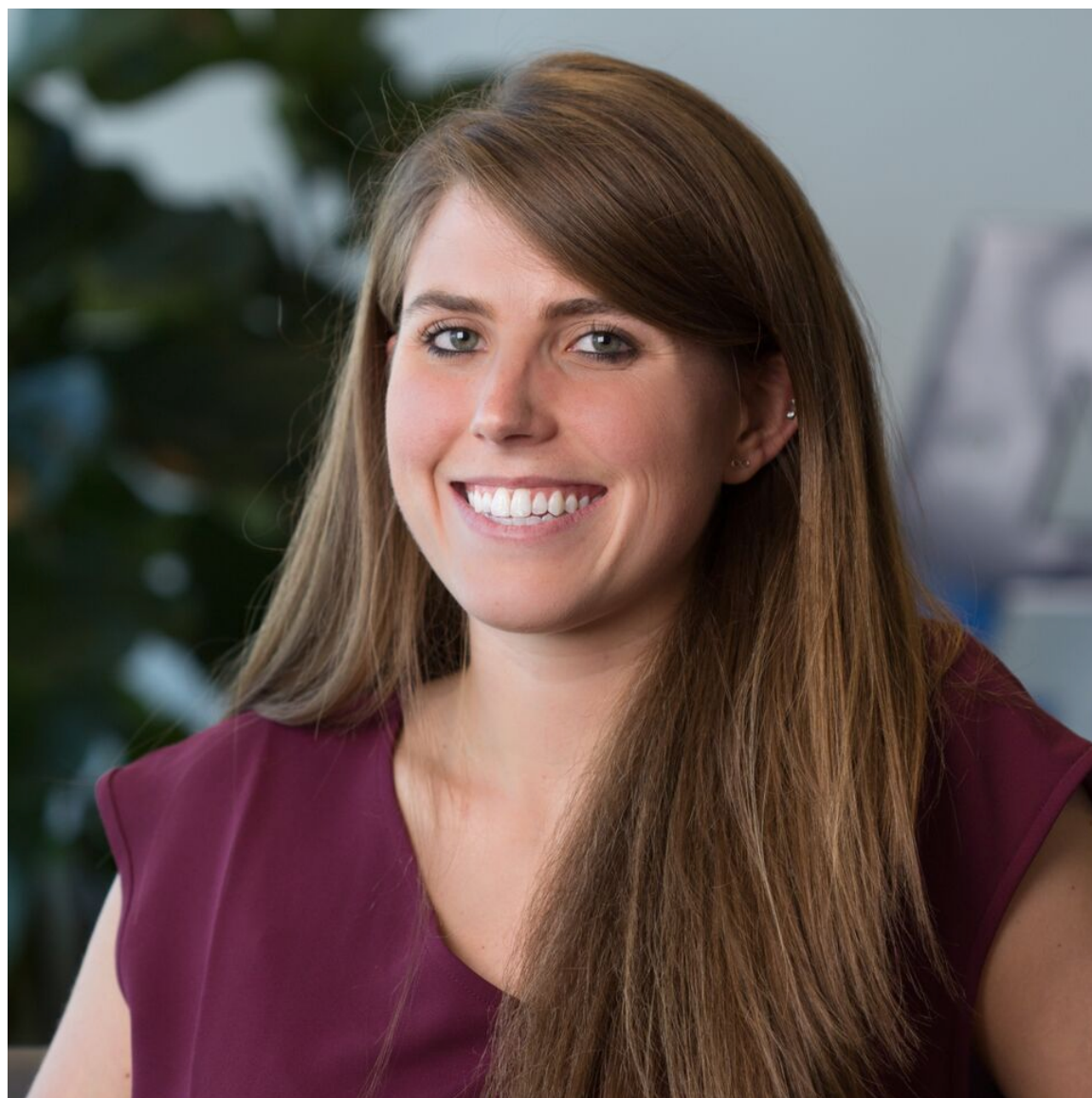
Product Marketing Manager
Madelyn@callrail.com

Questions?

- Phone lines are muted

- Feel free to submit any questions via the chat box

- We will save time for Q&A at the end

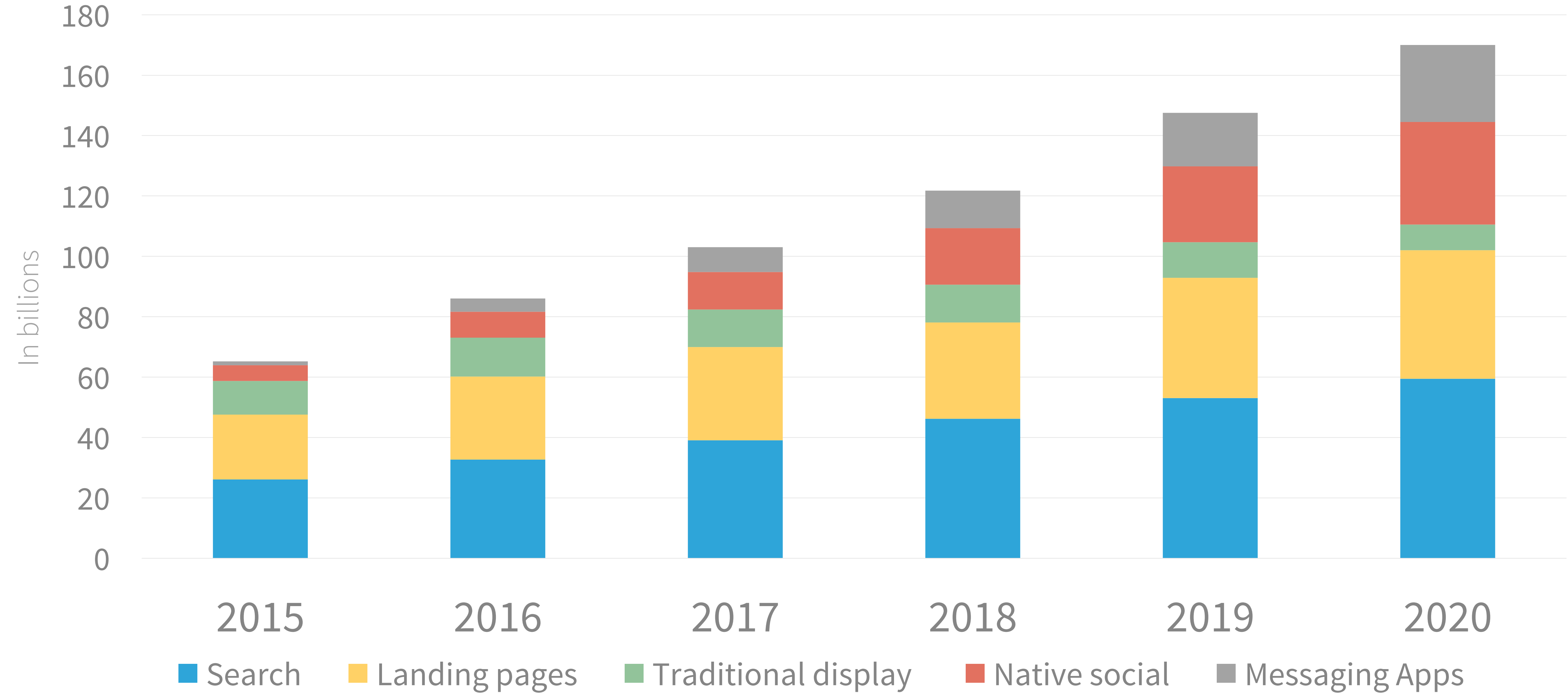**A recording of the presentation will be emailed after the webinar.**

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What We'll Cover Today:

1) Why phone calls matter in the age of digital marketing.

2) Unique insights and benefits of call tracking, and the data it provides to marketers.

3) How marketers are driving real results and improving ROI with advanced call analytics.

4) Q&A

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In today's digital marketing landscape, why do phone calls matter?

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Business calls from mobile click-to-call, by format

In billions

Legend: Search · Landing pages · Traditional display · Native social · Messaging Apps

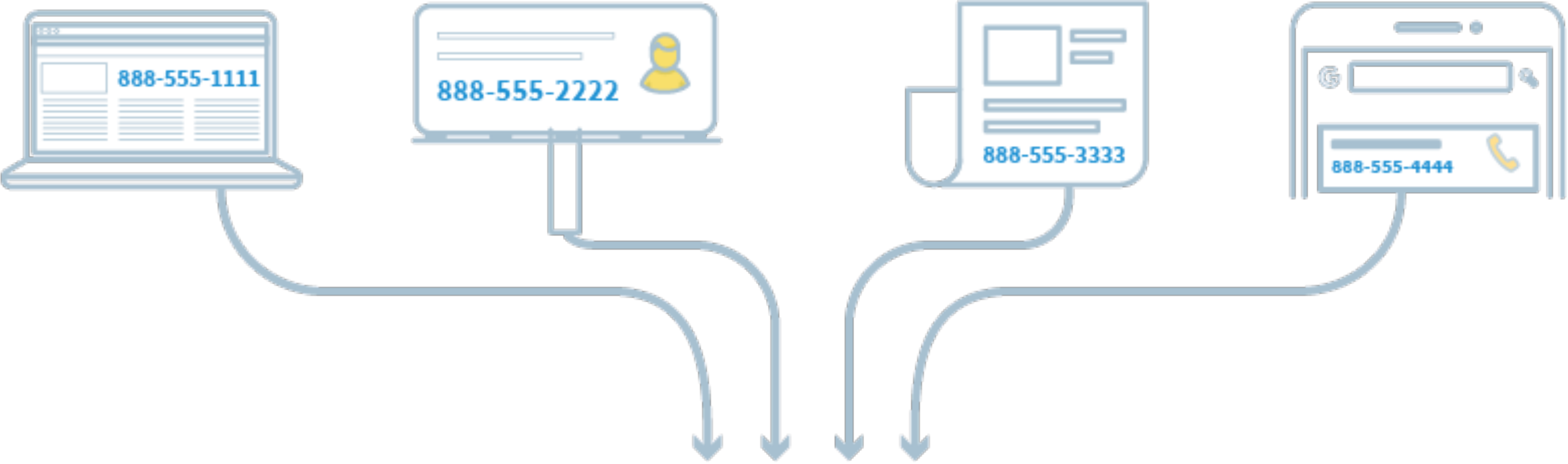Years: 2015, 2016, 2017, 2018, 2019, 2020

Inbound phone calls convert to revenue **10-15x** more than web leads.

Connect the online and the offline journey.

Your clients are already receiving thousands of phone calls generated by a variety of platforms.

888-555-1111

888-555-2222

888-555-3333

888-555-4444

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Digital marketers can use call tracking and analytics to drive results in 3 key areas:
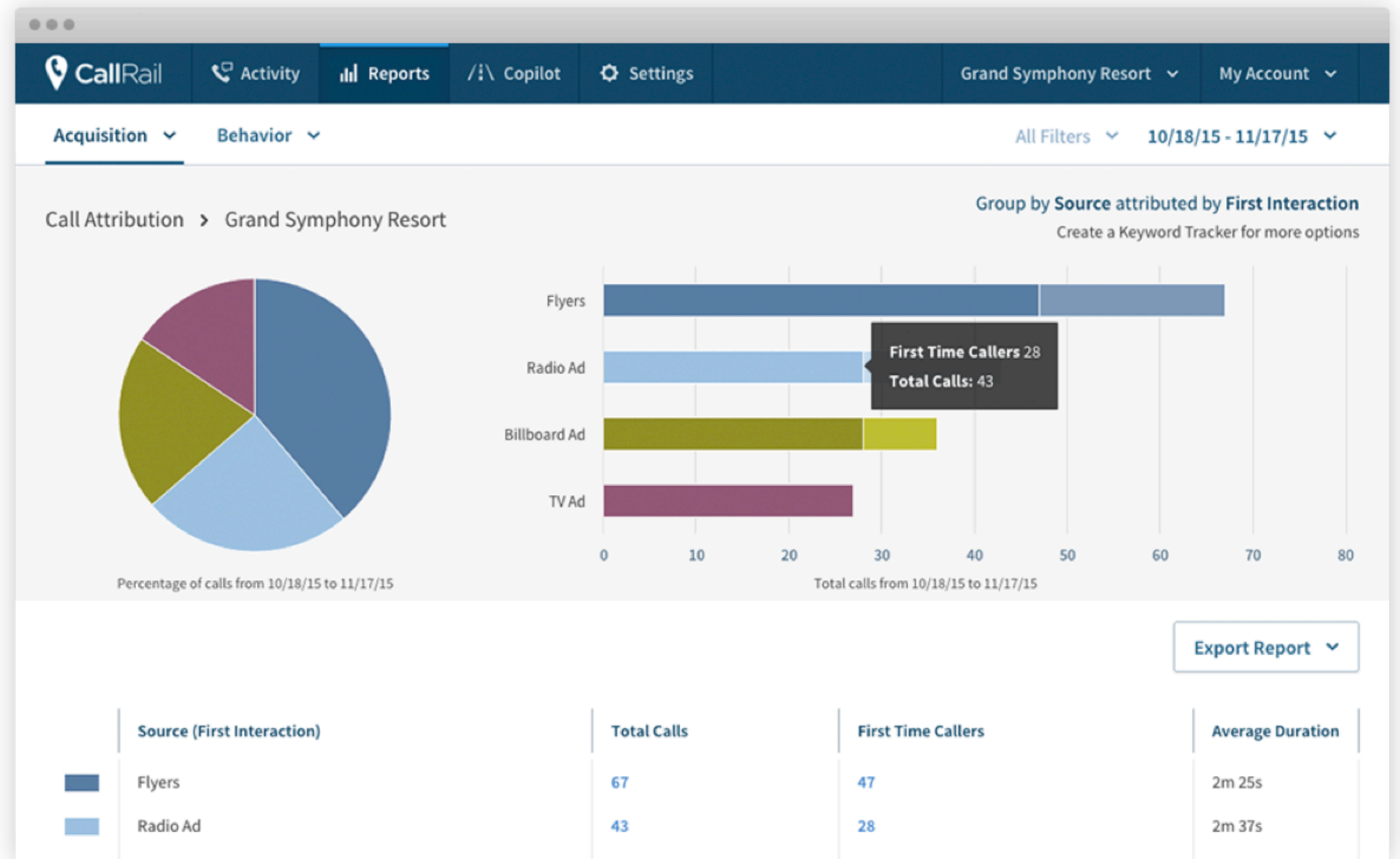
Call Volume

Lead Quality

Marketing ROI

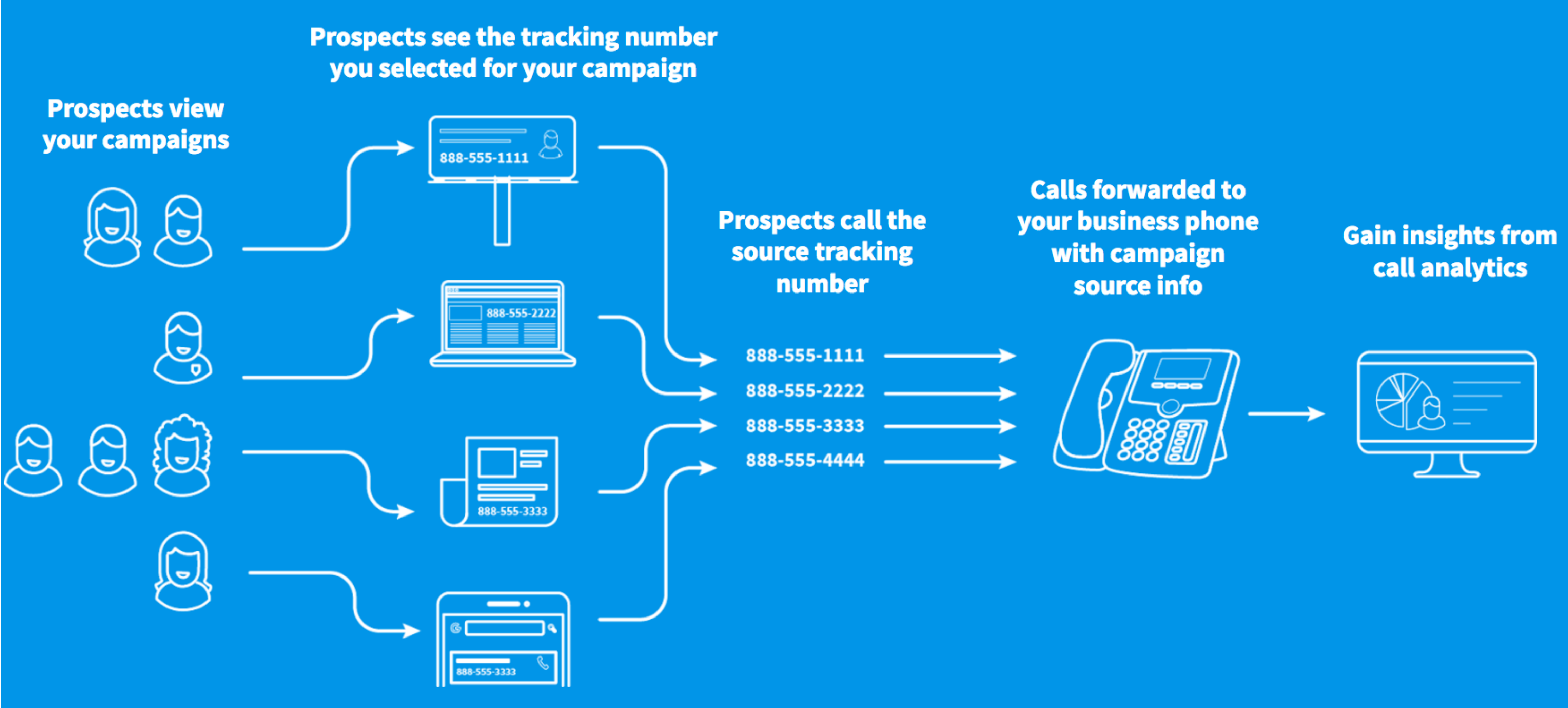CallRail

1. Call Volume – Detailed Call Attribution

84% of marketers agree attribution is either critical or very important to their marketing success.
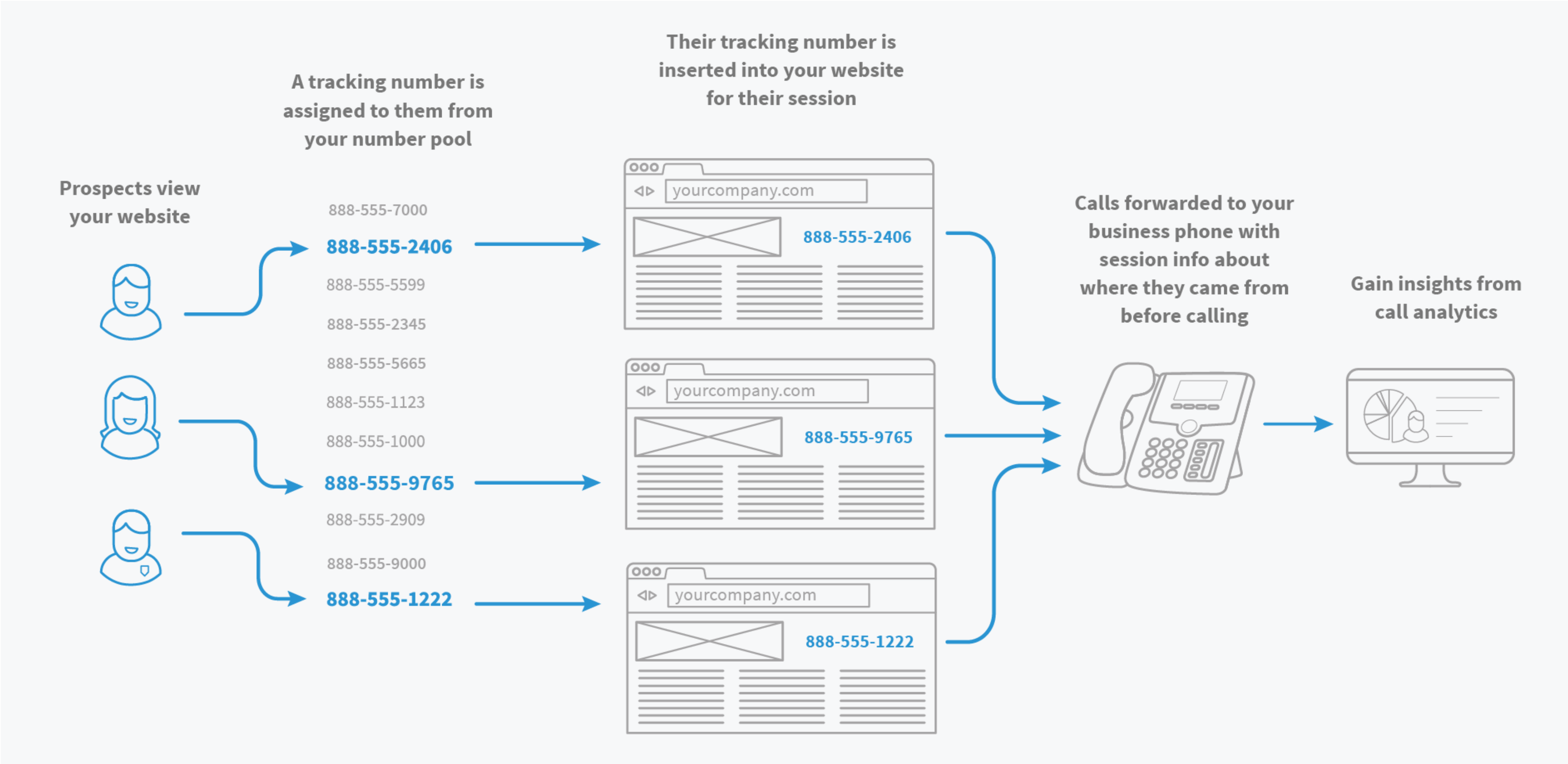
Understand what's driving calls and how to get more.

- **Keyword attribution** – increase your keyword bids for those that drive phone call conversions.
- **Campaign attribution** – use click-to-call buttons and phone numbers on high performing campaigns.
- **Landing page attribution** – A/B test landing pages to optimize for calls.

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Source Tracking

Prospects view
your campaigns

Prospects see the tracking number
you selected for your campaign

888-555-1111

888-555-2222

888-555-3333

888-555-3333

Prospects call the
source tracking
number

Calls forwarded to
your business phone
with campaign
source info

Gain insights from
call analytics

888-555-1111
888-555-2222
888-555-3333
888-555-4444

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Session Tracking

Prospects view your website

A tracking number is assigned to them from your number pool

888-555-7000
888-555-2406
888-555-5599
888-555-2345

888-555-5665
888-555-1123
888-555-1000
888-555-9765
888-555-2909

888-555-9000
888-555-1222

Their tracking number is inserted into your website for their session

yourcompany.com
888-555-2406

yourcompany.com
888-555-9765

yourcompany.com
888-555-1222

Calls forwarded to your business phone with session info about where they came from before calling

Gain insights from call analytics

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Keyword Attribution

100 calls from **Feb 8, 2017** to **Mar 10, 2017**

	Number Name	Source	Name	Phone Number	City	Duration	Keywords ▲
📞	Keyword Pool	Google Paid	Catherine Bruen	404-468-6191	Seattle, WA	3m 19s	buy resorts immediately
📞	Keyword Pool	Google Paid	Shana Schuppe	404-336-1253	San Jose, CA	55s	buy resorts immediately
📞	Keyword Pool	Google Paid	Josiah Macejkovic	404-344-6724	San Jose, CA	1m 13s	buy resorts service
📞	Keyword Pool	Google Paid	Weston Lehner	404-407-9314	San Jose, CA	unanswered	get resorts provider
📞	Keyword Pool	Google Paid	Paige Kreiger	404-464-3117	Portland, OR	1m 30s	get tropical service
📞	Keyword Pool	Google Paid	Colby Veum	404-894-4686	Dallas, TX	1m 40s	get tropical today
📞	Keyword Pool	Google Paid	Geraldine Zemlak	404-690-9393	San Francisco, CA	3m 29s	get tropical today
📞	Keyword Pool	Google Paid	Keshawn Goldner	404-202-8370	Portland, OR	2m 56s	get tropical today
📞	Keyword Pool	Google Paid	Coralie Turner	404-217-6811	Dallas, TX	1m 45s	get tropical today
📞	Keyword Pool	Google Paid	Geraldine Zemlak	404-690-9393	San Francisco, CA	4m 14s	get tropical today

Medium	Source	Keyword ▼		Total Calls
				340 (100%)
CPC	Google Paid	tropical service		25 (9.5%)
CPC	Google Paid	resorts now		8 (9.5%)
CPC	Google Paid	resorts immediately		11 (4.8%)
CPC	Google Paid	purchase tropical provider		14 (4.8%)
CPC	Google Paid	purchase resorts service		55 (4.8%)
CPC	Google Paid	purchase resorts provider		32 (4.8%)
CPC	Google Paid	order tropical today		7 (9.5%)

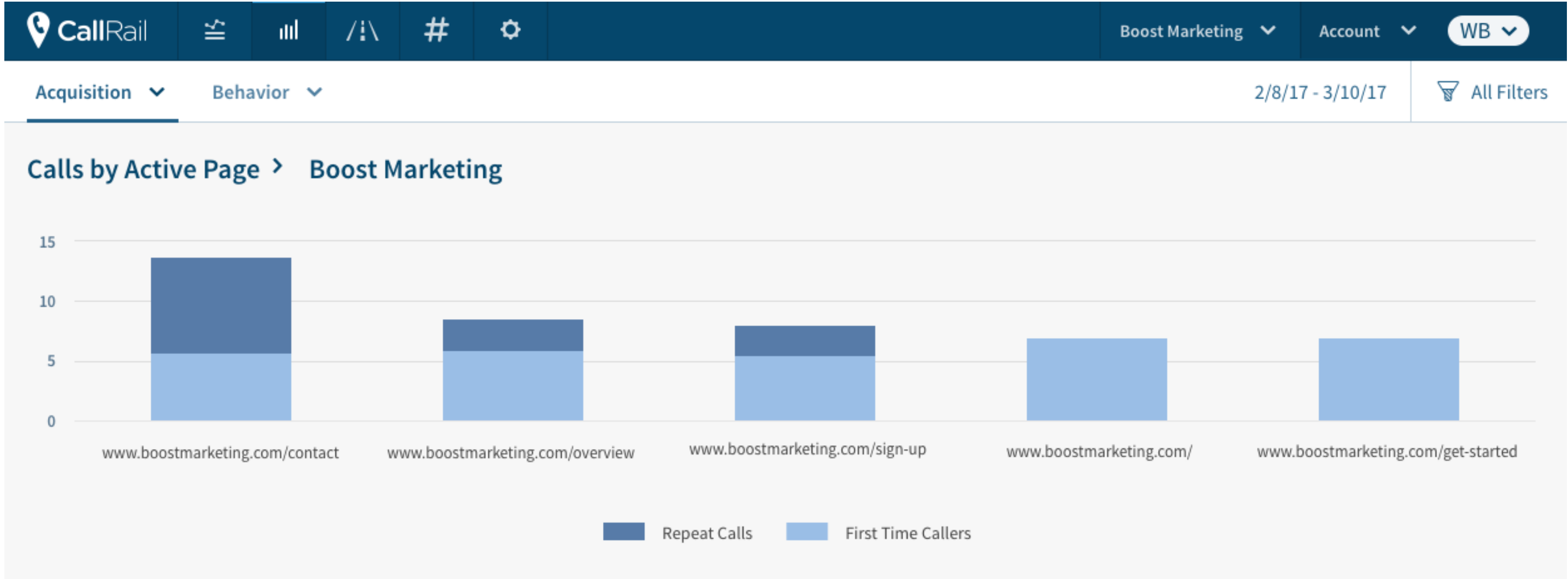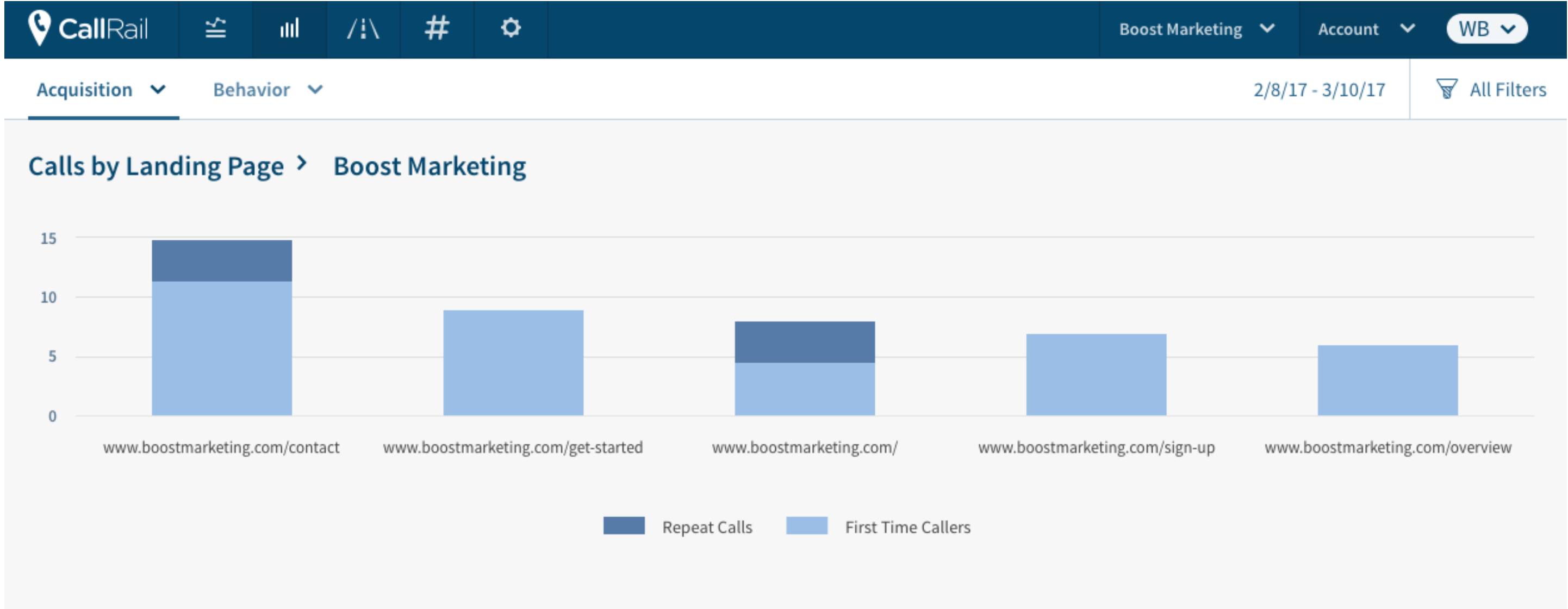# Campaign Attribution

Internet Call Tracking

- ✓ Google Adwords PPC
- ✓ Yahoo & Bing PPC
- ✓ Organic Search Results
- ✓ Directory Websites
- ✓ Facebook Pages
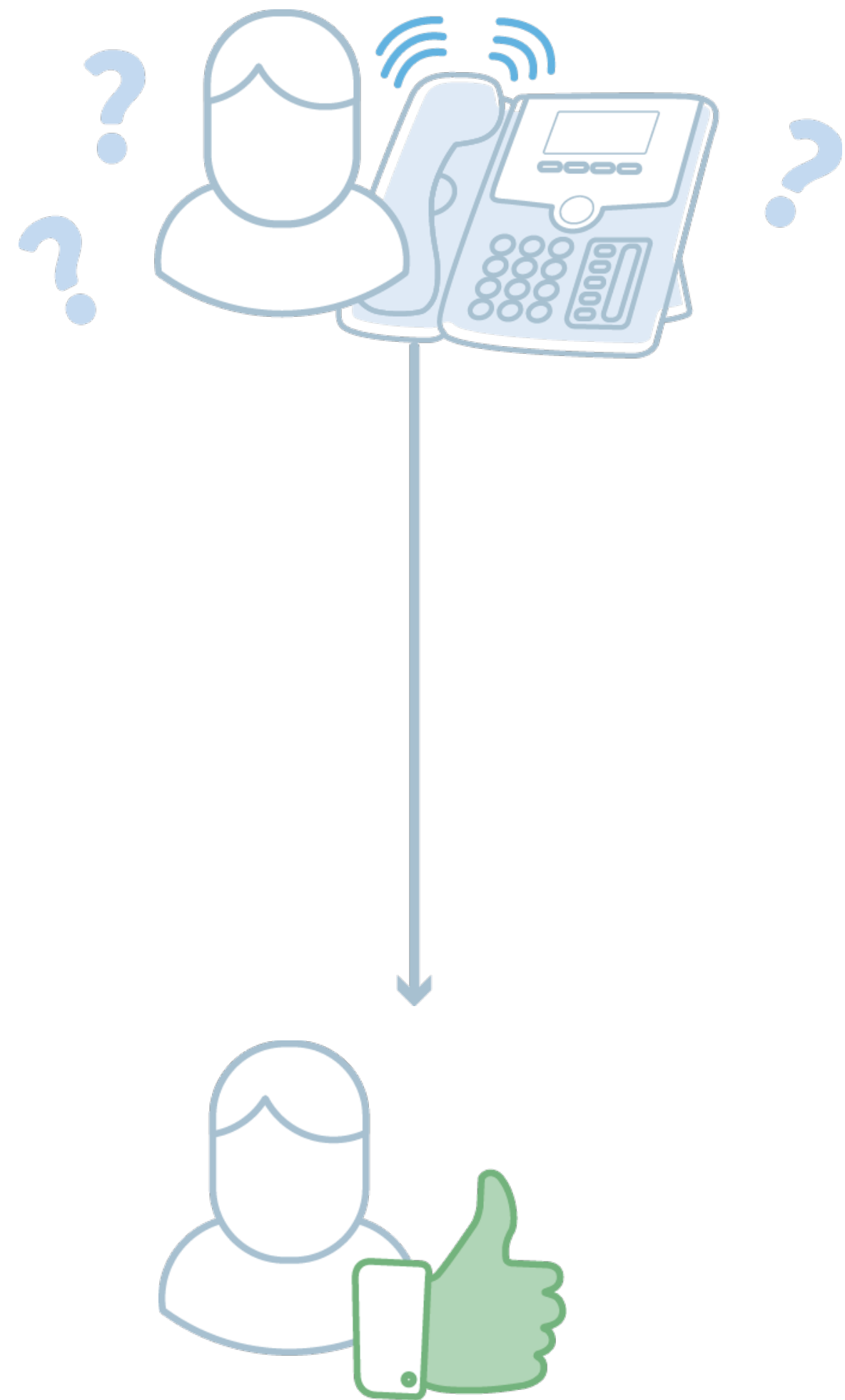- ✓ Web Referrals

Offline Call Tracking

- ✓ Yellow Pages
- ✓ Direct Mail
- ✓ Print Ads
- ✓ TV & Radio Commercials
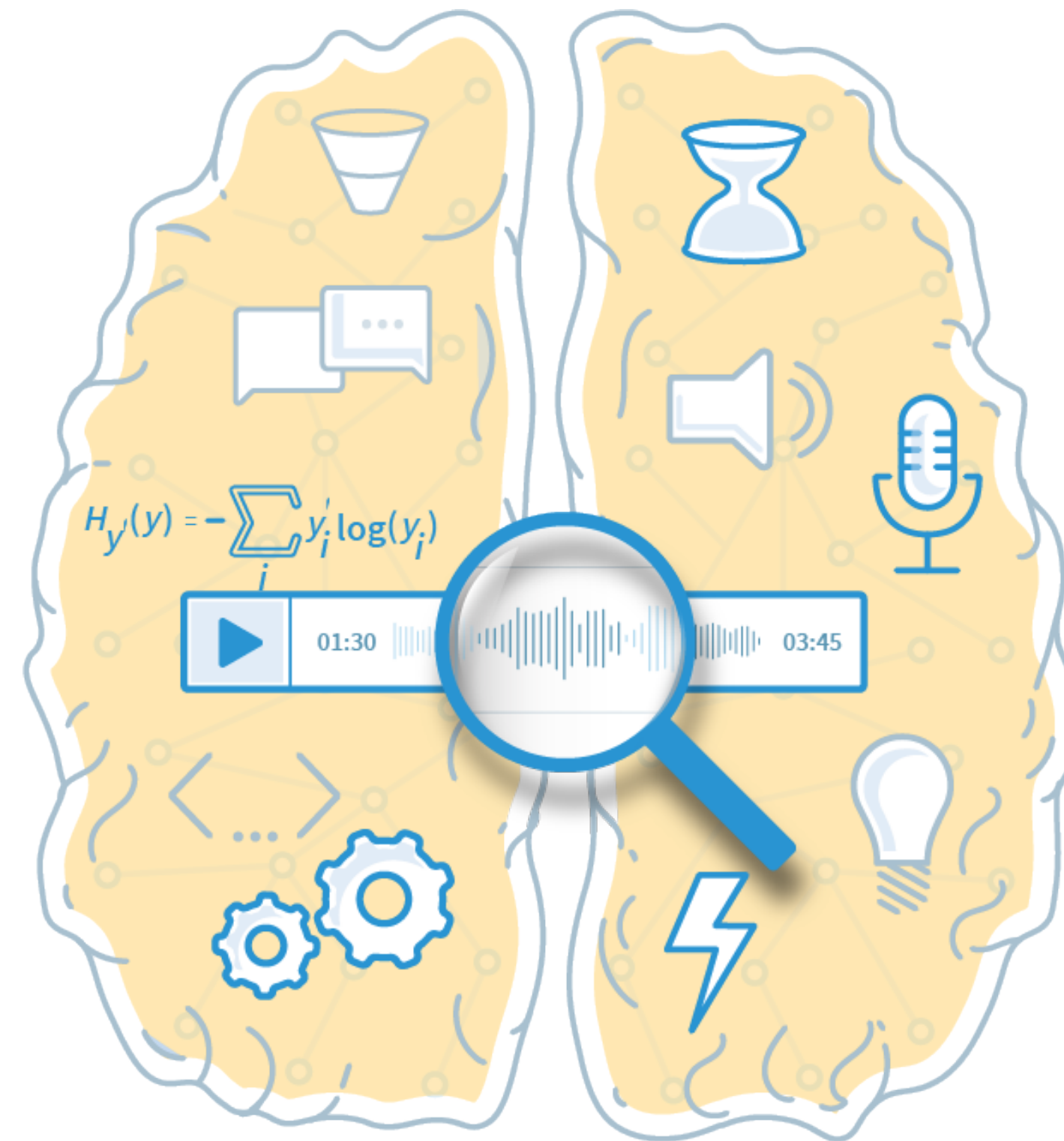- ✓ Flyers and Brochures
- ✓ Billboards

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Landing Page Attribution

2. Lead Quality – Drive Calls that Close

Increasing call volume is only good if you can ensure you're sending high-quality leads.

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Conversation Intelligence

Use call recordings to optimize marketing based on the results of your phone calls.

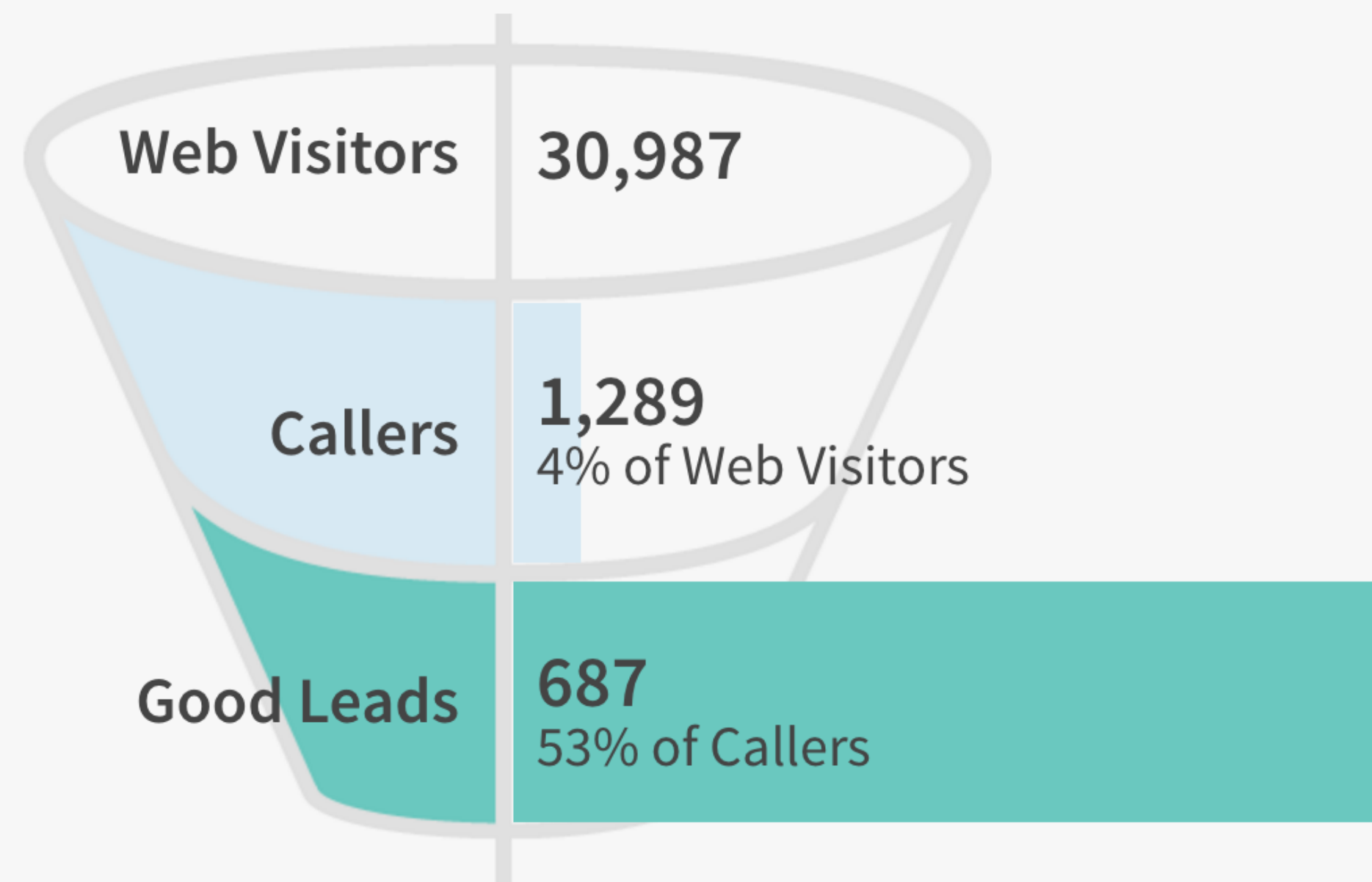# Conversation Intelligence: CallScore

Automatically analyze the content of a call to determine if it is a lead or not in real time using:

- **Machine learning**
- **Lead scoring algorithms**
- **Call metadata**

$$H_y'(y) = -\sum_i y_i' \log(y_i)$$

01:30   03:45

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Conversation Intelligence: CallScore

Lead Funnel > **Boost Marketing**

Web Visitors — 30,987

Callers — **1,289**
4% of Web Visitors

Good Leads — **687**
53% of Callers

Knowing where your highest quality leads are coming from saves you time and helps optimize your marketing efforts.

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Improve Ad Targeting with Caller Insights

Call analytics helps you gain insights into caller demographics and behavioral trends to improve ad targeting and quality filtering.

- **Call duration**
- **Mobile vs. Desktop**
- **Time of day/Day of week**
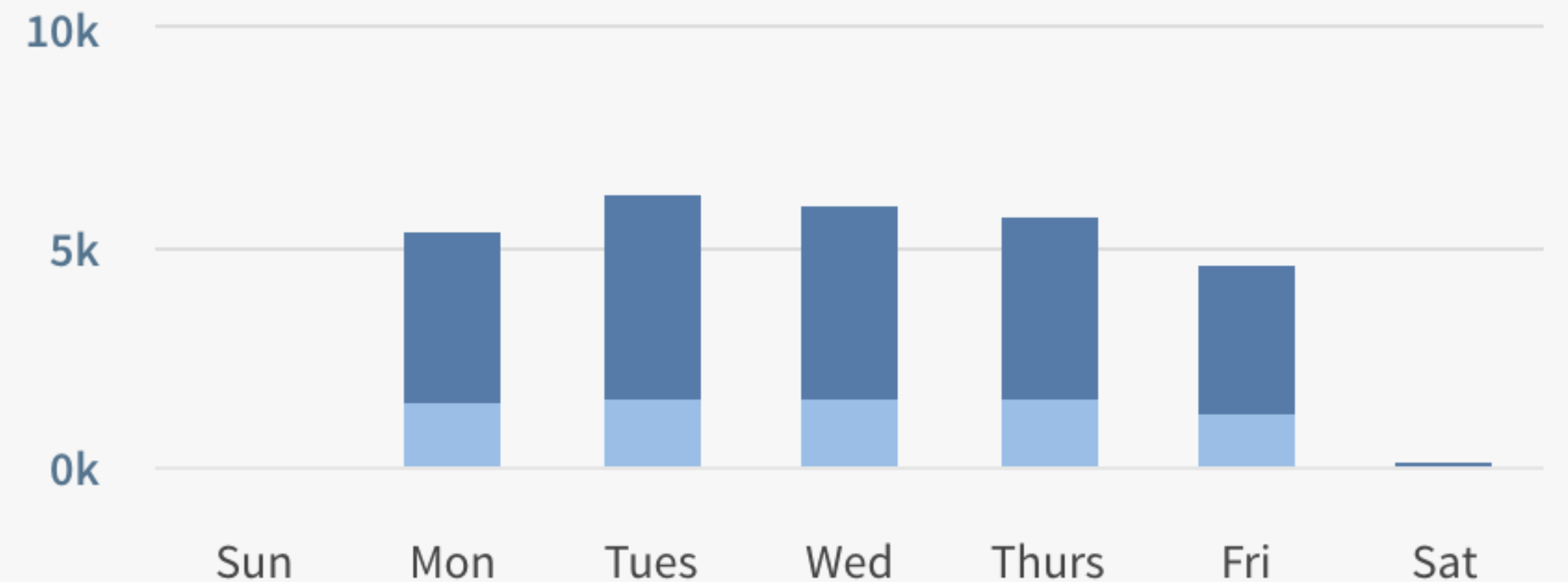- **Caller location**
- **First time callers vs. repeat callers**

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Improve Ad Targeting with Caller Insights

Calls by Hour
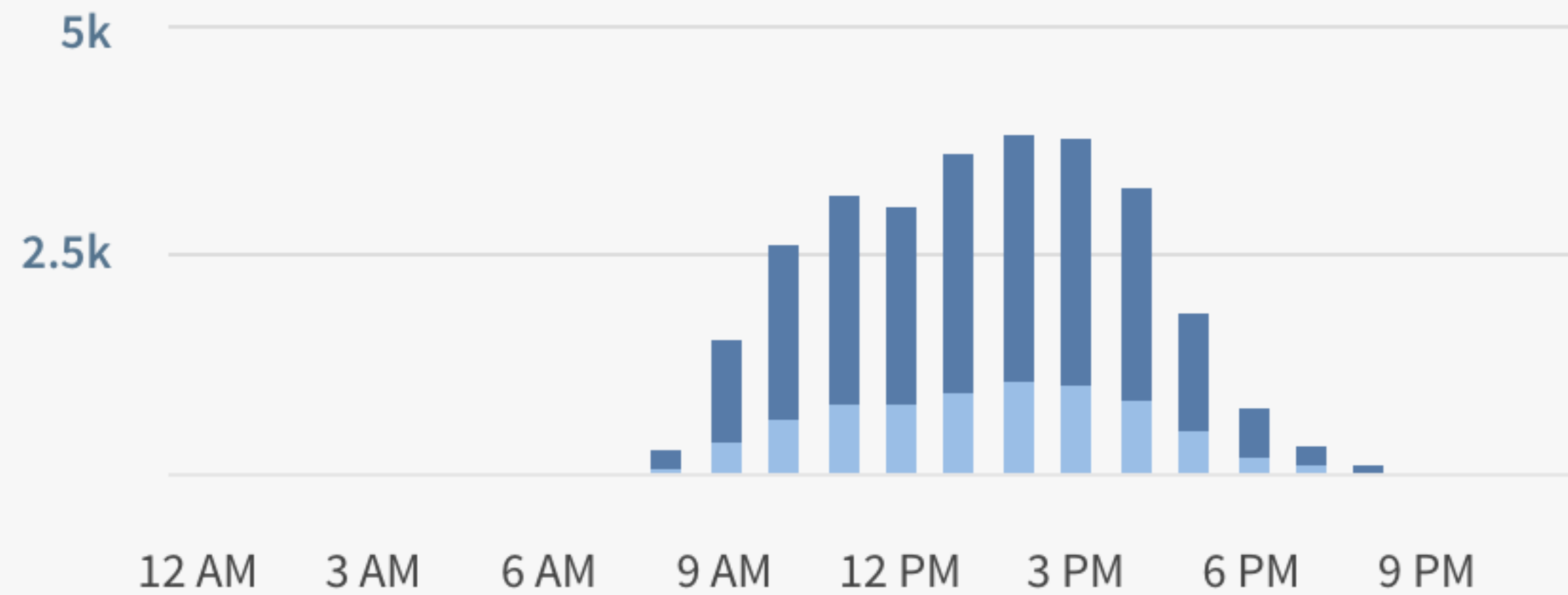
Calls by Day of Week

3. Boosting Marketing ROI

Integrating call analytics with search tools, CRM, marketing automation, and other solutions will attribute revenue to phone calls.

ROI

Close the Attribution Gap with CallRail

It's important to see not only where phone call leads are coming from – but which phone call leads close. Understand the true value your marketing is driving.

- **Google Analytics**
- **Google AdWords**
- **Springbot**
- **Bid management**
- **Chat notification tools**

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SocialON

With call analytics, SocialON clients that were receiving $15 – $20k in sales are now seeing $60 to $70k in sales – **that's a growth of 250%.**

250%

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