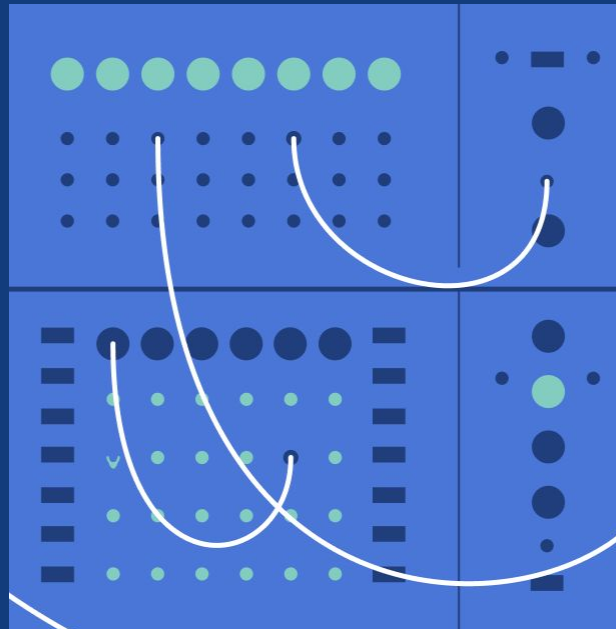


Call Tracking 101

The beginners guide to call tracking



Does your business or clients receive calls from potential leads and current customers? If you aren't using call tracking software to collect data from this engagement channel, then a huge part of your marketing strategy is operating in the dark.

Call tracking software

connects unique data points to your existing analytics tools and improves attribution for digital campaigns that drive inbound calls and conversions. It can even provide visibility into the content and sentiment of customer conversations.

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What is call tracking?

Ever ask a caller, “how did you find out about our business?” With call tracking software, you’ll know the answer before you pick up the phone. Even better, you’ll see which ad, campaign, or keyword got their attention.

Now, imagine the power of knowing why each of your contacts called every time they reach out.

By knowing what makes your phone ring, you can measure the success of advertising campaigns and optimize future marketing strategies.

Call tracking is the process of determining how callers found your business. It goes beyond the simple capabilities of caller ID — it’s a technology that allows you to gain in-depth information about each individual person who calls your business, including how they found your number in the first place.

Marketing and sales teams can use call tracking software to attribute phone calls to the specific marketing channels that led customers and prospects to call. By knowing what makes your phone ring, you can measure the success of advertising campaigns and optimize future marketing strategies.

The importance of tracking inbound calls

Businesses take and make calls daily. But without call tracking, you gain little more than who is calling and why.

Call tracking software changes. It allows marketers to tie inbound calls directly to the marketing channels and campaigns that the caller interacted with before picking up the phone.

When you invest in call tracking software to supplement your existing martech stack, your marketing performance receives lots of benefits, such as:

- Attribute inbound phone calls to the right marketing campaigns
- Improve customer service
- Measure online and offline marketing campaign performance
- Understand which keywords are leading to phone calls

How call tracking works

Call tracking at the most basic level is pretty simple — it assigns a unique phone number for each marketing campaign to tell calls from each campaign apart.

Modern call tracking works using cookies and dynamic number insertions (DNI) to track online activity and campaign-level call tracking to assign each offline marketing piece its own tracking number. Phone calls that come from these unique tracking numbers are forwarded to the main business line.

Annie's Automotive

Annie is the owner of Annie's Automotive, an auto repair shop located in Atlanta, Georgia, that specializes in European cars. Like all auto repair shops, phone calls are an important part of her business. Her current and potential customers will call the shop to schedule appointments, ask questions, and get information or quotes over the phone.

Unfortunately, Annie has noticed her business isn't doing as well as some of her larger, more established competitors. She has a small marketing budget, but she doesn't think she's getting much of a return on her investment. Her marketing channels include:

- Facebook ads
- Paid search
- An ad in a local newspaper

To get to the bottom of things, Annie decides to try out call tracking to get a better sense of what's working and not working with her marketing efforts.

Attribution and Analytics

Before call tracking, Annie uses the same phone number in all her marketing channels. After adding call tracking, she uses different numbers for all three channels and her company website. In doing so, Annie knows for sure how many phone calls each channel generates relative to her marketing spend.

After her first month using call tracking, Annie found the following results:

Tactic	Tracking Number	Results	Total Cost	Cost per Acquisition
Facebook Ads	444-1222	27	\$600	\$22.22
Paid Search	444-1333	56	\$800	\$14.29
Newspaper Ad	444-1444	7	\$1000	\$142.86
Organic Search	444-1555	3	n/a	n/a

Based on these numbers, Annie knows four things:

- Facebook ads are expensive and don't yield many calls
- Paid search is her most successful / cost-effective channel
- Her newspaper ad has a very high cost per acquisition
- Her website does not generate many phone calls

Since paid search is the most lucrative channel, Annie decides to use call tracking to A/B test ad copy. Ad #1 uses "Experts in European auto repair" for the title, and Ad #2 uses "Atlanta's European auto repair experts."

After running the results, Ad #1 received 34 clicks, 13 calls, 4 appointments. Ad #2 received 22 clicks, 39 calls, 12 appointments.

If Annie measures campaign success with clicks, then Ad #1 is the most successful. But, by using call tracking, she can see that clicks don't provide a full picture of marketing campaign results. Ad #2 had significantly fewer clicks but generated over three times as many calls to her business.

By using call tracking, Annie was able to see which of her marketing channels work best. Based on her results, she made the following changes to her marketing strategy to improve ROI:

- Incorporated the word “Atlanta” into her ad copy to improve her local search presence
- Canceled her newspaper ad in favor of putting that money toward paid search
- Updated her Facebook ad targeting and messaging to improve results
- Updated her website copy and blog posts to generate more organic traffic

But what about what happens *after* someone dials Annie’s Automotive? That’s where call intelligence comes in.

Call Intelligence

While call intelligence features vary by company, you can expect all call tracking tools to use artificial intelligence to pull rich information from your phone calls.

For example, let’s say Annie made changes to her marketing strategy based on the data in her call tracking dashboard. But even after making the changes and seeing an increase in the number of calls she receives, there hasn’t been a corresponding uptick in new customers.

Annie uses call intelligence to get to the bottom of things. She listens to several call recordings to hear things straight from her customers’ mouths. Lo and behold, Annie quickly realizes that her receptionist’s European car knowledge isn’t quite up to par, leaving potential customers confused, frustrated, and ready to call up one of her competitors.

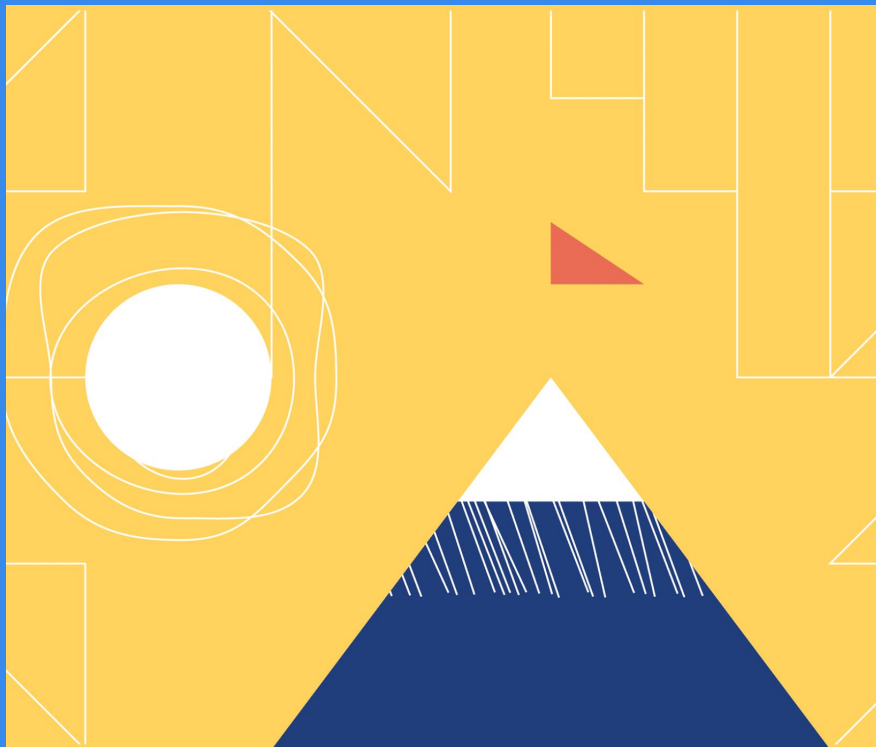
She also uses keyword-level tracking to see if there are any common questions, requests, or complaints from potential customers. Her call tracking tool automatically parses each phone call recording for commonly used phrases — all Annie has to do is click the tags, and the software will take her straight to the points in the phone call where those words were mentioned.

Annie notices a trend of potential customers asking questions about Volvos in particular. Annie doesn’t mention Volvo much on her website because she assumed it was less common in Atlanta, but her call intelligence data is suggesting otherwise.

If call attribution and analytics tell you the “what,” call intelligence tells you the “why.”

Together, these features make call tracking an effective tool for businesses and the agencies that support them to not only make smarter marketing decisions, but also make better decisions with customer support, business development, service offerings, and more.

Now that you understand how call tracking works, it's crucial to choose a provider that meets your needs and budget.



Real life call tracking success stories

Call tracking can make a massive difference in business of different sizes, industries, and marketing expertise. Here are six diverse call tracking use cases that drove real results for real companies.

Mold Busters: Thriving on phone calls

Like all home services businesses, Mold Busters relies heavily on phone calls to grow their business. But measuring call-based marketing campaigns can be difficult, so they added call tracking to their marketing tech stack to optimize their investment. It didn't take long for them to see results — within six months, they went from 30-50 calls a day to 70-100, with a corresponding increase in sales revenue.

The Arbor Company: Thinking outside the box to make an impact

With innovative thinking, you can come up with some clever use cases for call tracking — just ask The Arbor Company, an Atlanta-based company that manages senior living communities in the Gulf Coast of Texas and Florida. When Hurricane Harvey left many of their residents and their families out of communication, they used call tracking to set up a hotline for residents' families to call. They then took those transcribed voicemails and emails them directly to residents in a matter of minutes.

Humberview Auto Group: Connecting multichannel marketing dots

Humberview Auto Group knows that a prospective car buyer usually has multiple online and offline touchpoints before contacting a dealer directly. By implementing call tracking, they were able to get a fuller picture of their marketing efficacy and increase phone calls by 300%.

WebServ: Putting client's ad spend to better use

WebServ is a California-based digital marketing agency that helps businesses drive ROI from their PPC ad campaigns. They use call tracking software to make sure they're focusing on the right keywords. When a client was confused about the lack of new business being generated from a high conversion rate campaign, WebServ was able to identify which keyword was generating low-quality leads with call tracking. In doing so, they diverted 43% of wasted ad spend to more profitable search terms — improving their client's PPC campaign.

“Wasted spend is a huge problem when we bring on a client. By using visitor tracking and effective campaign structure, we're able to significantly improve ad performance.”

Preston Powell, COO at WebServ

AltLine Banking: Maintaining customer relationships

AltLine Banking is the commercial division of The Southern Banking Company. In order to keep AltLine competitive in the specialty finance space, it was crucial to optimize marketing efforts not just for client acquisition, but also client retention. By adding call tracking, AltLine was able to increase online conversions by 108%, lower customer acquisition costs by 39%, and increase online customers by 67%.

Lawyer Connection: Giving clients confidence and peace of mind

Hiring a lawyer can be stressful and complicated, so Lawyer Connection helps streamline the process. Since most legal clients prefer to speak to a real person, phone calls are a critical part of their marketing and customer service strategy. By introducing call tracking, Lawyer Connection was able to more than double their amount of monthly callers and make smarter Google Ads bidding decisions.