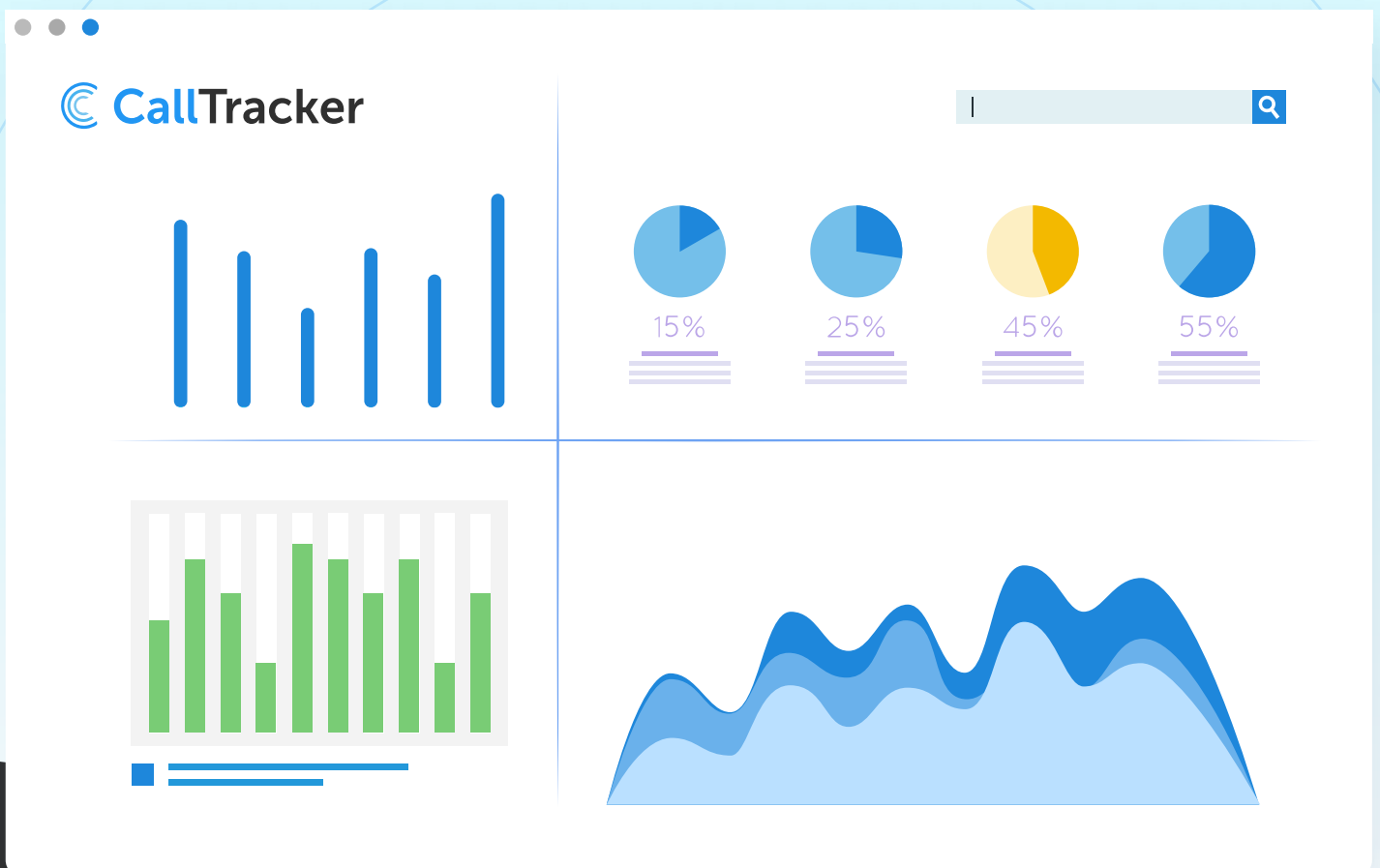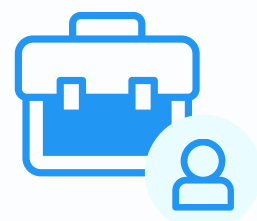# CallTracker

Why Call Tracking is Important for **Marketing Agencies**

As a modern-day marketing agency, you have two paramount goals:

Generate high-quality leads for your clients who are likely to convert into sales.

Showing the true value of your work to better position yourself as their strategic business partner.

Given the ever-increasing use of search and social, most agencies run multiple campaigns across various channels both

Online (SEO, PPC, email, etc.)

Offline (newspapers, radio, flyers, etc.)

to bring in leads and conversions for their clients.

But no matter which or how many channels you use, it's vital to be able to trace each lead and conversion back to its original source. For that, you're already using analytics solutions (such as Google Analytics) to monitor clients' websites, social media, and email campaigns' performance in terms of lead generation and conversion rates but you're still missing a core conversion channel, phone calls.

Fact is, analytics without call tracking doesn't paint the full picture, especially for small/local businesses:

60%

of smartphone users contact businesses directly using the **"click to call"** option.

CALL US NOW!

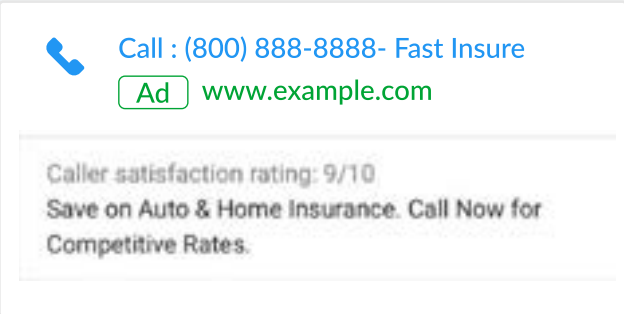1-888-XXX-XXXX
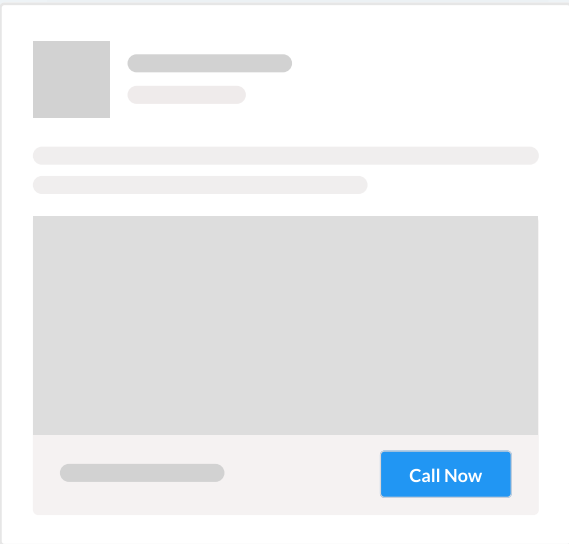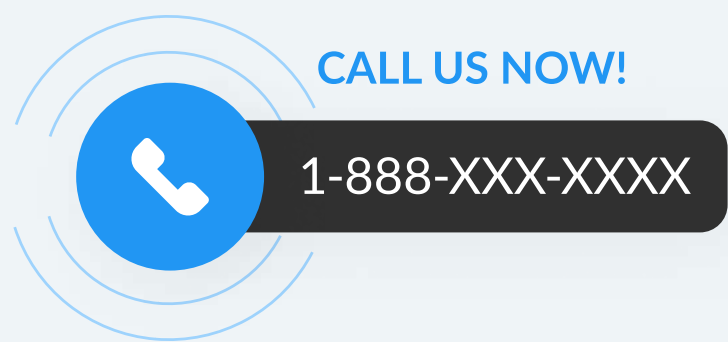
110%

Calls to businesses from search, social, display, or other ad campaigns ads have **grown 110% since 2014.**

Call Now

10-15 times

Inbound phone calls are **10-15 times more** likely to convert than an inbound web lead.

Call : (800) 888-8888- Fast Insure

Ad www.example.com

Caller satisfaction rating: 9/10

Save on Auto & Home Insurance. Call Now for Competitive Rates.

If you aren't tracking your client's inbound phone calls then you're missing out on a ton of valuable data that can help you achieve those paramount goals.

Call tracking helps bridge the gap between **offline and online,** so you can identify when and where the calls are coming from, **as well as record calls to ensure consistent brand messaging and customer experience.**

Essentially, call tracking enables you to show clients the complete ROI of your marketing campaigns and earn credit for every lead you generate, the right way. Call tracking data also helps your clients better understand their audience, measure ad campaign performance, and allocate future budgets to the most effective channels.

If you're still on the fence about using call tracking for your agency, then take a look at the top seven benefits to learn how it can help your agency (and clients) reach new heights.

1 Show Actual Campaign ROI to Clients

2 Give the Gift of Insight to Your Clients

3 Optimize Your Campaigns

4 Increase Your Client Retention

5 Be Confident that You're Driving Quality, not Quantity

6 Have the Data to Back up Your Attribution Model

7 Improve Communication with the Sales Team

Show Actual Campaign ROI to Clients

Call tracking helps address one of the most persistent challenges that agencies face with clients — lack of transparency in reporting.

Modern marketing analytics tools provide enormous amounts of data and insights into online marketing campaign activities and overall effectiveness. The number of tools available and the depth of the data available is incredible and frankly, marketers are spoilt for choice.

However, not all lead conversion methods are online. Inbound calls can come from both online and offline sources, highlighting the need for call tracking to measure the holistic success of your marketing efforts.

Lack of visibility into your offline campaign performance not only handicaps you as a marketer but also prevents you from reporting on the success of these campaigns to your clients.

With campaign and offline tracking numbers, a call tracking solution can generate individual phone numbers that can help track your online and offline campaigns, letting you see what marketing activities are directly driving results.

Simply put, call tracking helps your agency accurately report on the inbound calls your campaigns generate from various sources, thus showcasing the actual ROI of your marketing efforts. Share detailed call data that's impacting their business and get credit for every single lead you generate for your clients.

Call Analytics Metrics

20% MoM Growth

Give the Gift of Insight to Your Clients

Call tracking enables you to differentiate call metrics (such as source, volume, duration, etc.) from all other metrics, such as leads/conversions from web forms or social media.

With call tagging, recordings, and detailed call analytics, call tracking equips you with a set of actionable insights that you can share with your clients to strengthen their offerings, streamline their internal operations, and optimize their customer-facing processes.

For example, call recording allows your clients to learn more about their customers' needs and queries, which can be used to refine marketing messaging, improve products, and tailor more relevant marketing content.

Call recording also helps with sales training and assessment. If your team is generating phone leads for their business but their call handlers are lacking the skills to convert those callers to sales, you can let your clients know what they should improve upon internally.

You can also use call analytics metrics in client presentations and monthly performance reports to establish your agency as much more than mere marketing support.
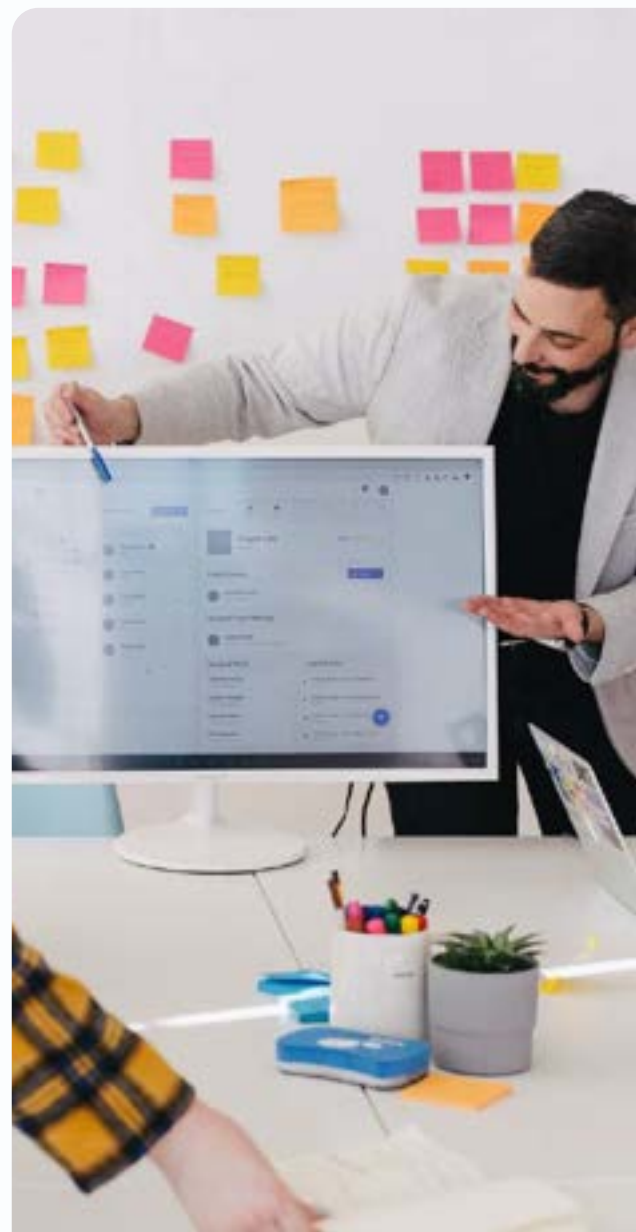
Optimize Your Campaigns

Call tracking helps you figure out which marketing strategies and channels generate the most meaningful conversations, thus, helping you build stronger campaigns and focus budget on the right channels for greater future ROI.

With call tracking, you get not just quantitative feedback — such as the number of phone leads generated from each source — but also crucial qualitative feedback.

For example, by listening to call recordings, you can understand what prospects are really curious about, what their biggest pain points are, and how your clients can better serve them. It's equivalent to a frequent voice-of-the-customer survey, and those insights can feed your blog articles, social media posts, etc.

Furthermore, you can score leads based on the length of the call and see which keywords bring about the longest calls, a factor that can help you optimize ads for certain keywords. Or, if a keyword gets lots of clicks but no calls for a client that's primarily relying on phone leads, you can bid that keyword down or try to diagnose why it's not getting calls.

Increase Your Client Retention

As an agency, you know how retaining clients costs a lot less than acquiring new ones. So it makes sense to proactively invest in keeping your clients happy.

Call tracking can play a huge role in doing just that, especially if you're a performance-based agency that's compensated when defined business goals are met for your clients.

For instance, if your client is a local restaurant, the number of phone reservations generated from your campaigns can be a key performance metric. With a call analytics platform working in conjunction with your client's website and social media analytics solutions, you can know exactly which channel generated how many phone reservations and when.

Moreover, you can integrate your call tracking solution with Google Analytics, Google Ads, WordPress, Facebook Ads, and other data tools (via Zapier) to create unified omnichannel reports for your clients and consequently, improve your client retention.

87%
likely to purchase

In fact, happy clients are **87% more likely to purchase** upgrades and new services than passive ones. By uniting all the leads and conversions you generate — with their exact source, timestamp, and even location — into integrated reports, you can deliver more compelling value and hence, potentially get your client to upgrade their retainer with your agency.

Be Confident that You're Driving Quality, not Quantity

Leads that choose to pick up the phone and call your client tend to be of higher urgency and are more invested in the buying process. So, treating those leads well should be a priority.

If your client tells you that the calls are not translating into sales, then having the right data to assess the situation and the quality of click-through calls is crucial.

We already talked about the use of call recording for quality control, but your clients can also rate or assign values to calls so that they can be categorized for analysis.

For example, "1" could mean the call was from a warm lead, "4" for someone ringing for a general inquiry, "6" for someone looking for customer support. It's a simple way to gather useful data and spot potential problems in the client's sales funnel — are your campaigns driving somewhat irrelevant traffic? Is it an issue in closing deals from the client's sales team?

In short, call tracking gives you the ability to analyze calls and optimize their quality while keeping the customer journey (the bigger picture) in mind. It also helps you track the quality of leads and the likelihood that these leads will convert into customers. Accordingly, you can help clients reallocate resources or brainstorm ideas for minimizing unnecessary calls, such as including a chatbot or knowledge base for FAQs.

Have the Data to Back up Your Attribution Model

With multiple channels and campaigns driving leads, attribution models are an important part of effective marketing today. Such models are particularly essential for contractual relationships wherein channels are managed by both the agency and the client, or multiple agencies.

First Click, Last Click, Linear, etc. — each has its own pros and cons, and your choice may depend on each client's individual business model.

The challenge often lies in convincing clients why they should get on board with the attribution model you think is apt. The data from call tracking will enable you to substantiate your agency's choice of attribution model with confidence.

Improve Communication with the Sales Team

A common yet frequently overlooked snag that hinders the success of your clients' campaigns is how their sales team is often totally disconnected from your marketing team. Both teams have different duties, but share a common goal which is to convert more prospects into sales.

With call tracking, your agency has all the relevant data needed to foster effective communication with clients' sales teams. It can help both parties exchange valuable campaign insights from different ends of the funnel, translating into a more holistic approach to making the campaign a resounding success.
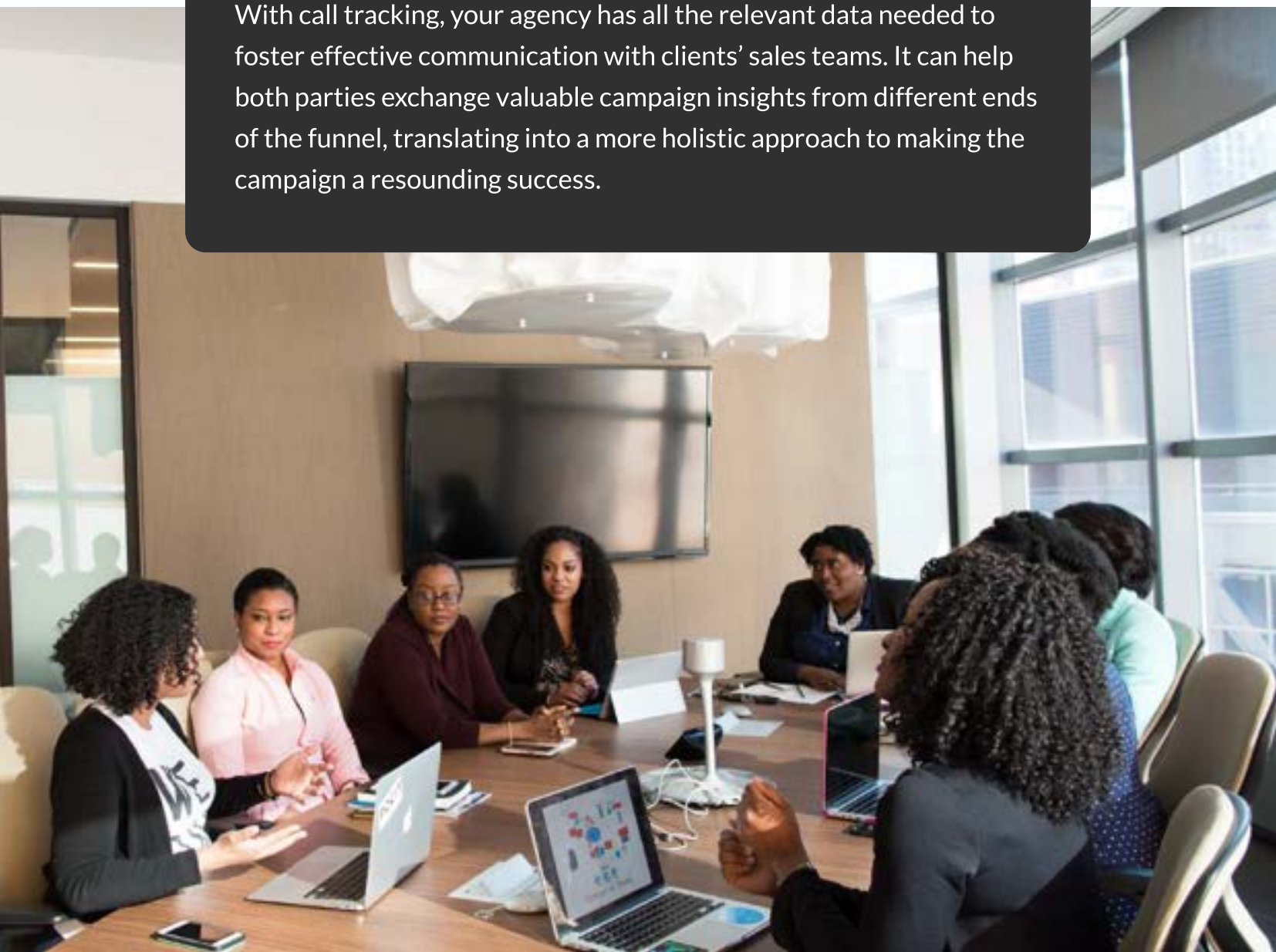
Call Tracking is a Win-Win
for You and Your Clients

Agencies often struggle to have the real success of their efforts recognized, especially if they manage one channel of a client's marketing mix. Call tracking lets you earn accountability for the source of the success, rather than having your leads and conversions misattributed to another channel.

Ultimately, with clear and detailed reporting, call tracking can help you position your agency as an indispensable partner for your clients, using actionable data that can help grow their brand.

After all, the better the value you deliver — not just generate — for your clients, the more likely they will want to keep their partnership with you and maybe even increase their budget.

From improving your clients' customer communications with call recording and determining the keywords that drive the most valuable calls to optimizing the success of your marketing efforts, **Call Tracker's Agency Edition** is built with your agency in mind.

Get all the data to seamlessly deliver comprehensive, accurate reports of your marketing efforts under your branding, easily manage call tracking for multiple clients, and give each client access to their own custom dashboard.