

# Know What Your Competitors Don't: Full Buyer's Journey Insights

## OUR GOAL

Understand every step of the buyer's journey using AI-powered automation tools to identify high-value leads, convert them quickly, and refill your pipeline with quality leads over and over again.

## WHY CONVERSATION ANALYTICS?

- ✓ Gain a competitive edge
- ✓ Improve speed to lead
- ✓ WOW your customers

### 1. PRE-PURCHASE

Every marketer wants needs more leads. Figuring out how to keep them rolling in is the challenge. How do you approach those choices with a data-informed strategy?

#### GOOGLE ANALYTICS

It's the backbone of any good data-backed approach. Use GA4 to see how users are getting to your site, and how they're using it:

- Default channel grouping
- Source/medium
- Landing pages
- Custom events

You might be using direct mail, podcast ads, or have a heavy focus on Google Ads. All are separate from your website. If you stop at web analytics, you're making decisions on a fraction of the information.

#### CALL TRACKING INSIGHTS

Use unique phone numbers to measure your online and offline marketing efforts. Each number is tied to a specific ad, source, region, or however you can best extract meaningful data. When the phone rings, you know why!

#### BRING THEM TOGETHER

Dynamic number insertion (DNI) gives you the power of tracking numbers on your website. It swaps numbers based on the user's origin—the ad, the referrer, or any trigger you choose. Then, any offline events like a phone call or a text get associated with the online session that drove it.

 The ultimate insight: attribution.



### What is Call Tracking?

Modern call tracking uses DNI to track every call, text, chat, or form completion back to its source, revealing which marketing efforts make your target audience take action—and which don't.

### 2. LEAD QUALIFICATION

You're driving form submissions, phone calls, and other activities you might consider 'leads.' Sure, you are filling the sales pipeline, but the leads need to convert.

Knowing where each lead should be sent can be complicated. Conversation analytics simplifies this process and gives you the data points you need to route leads from any source to the best place--automatically. You'll know:

- Source of the lead
- Location of the lead
- Repeat vs. new caller
- Caller's voice menu responses

Armed with context before even starting a conversation, you get to the heart of qualification faster, while avoiding unnecessary transfers and discovery for a better customer experience.

#### CONVERSATION ANALYTICS

As soon as the conversation is over, a whole new treasure trove of insights opens up with call recordings and transcriptions.

#### AI-POWERED TOOLS LET YOU:

- Extract information like summaries, tone, and buyer intent
- Use data to automatically inform qualification and next steps
- Maximize lead follow-up with keyword spotting
- Identify products, promo codes, and other valuable insights your whole team can use for lead follow-up.

### What is Lead Management?

Lead management is the process of moving your leads through the buyer's journey. Capture, qualify, and convert.

### 3. NURTURE

If the first phone call didn't convert into a customer, don't worry, you're not alone.

It takes a lot of work to nurture a lead. The same insights from conversation analytics can help drive effective and personalized follow-ups. Call insights answer two big questions:

- Is the lead ready to buy?
- Is the lead a good fit?

Using either AI-driven or other pre-defined criteria, automated activity scoring and tagging quantify the answers to those two important lead-qualifying questions.

The data you pull from this type of conversation intelligence is incredibly valuable on its own. But getting that data into the other platforms you use every day creates enhanced insights to fuel lead nurturing.

 Conversation intelligence + Existing CRM data = a brand new segment for analysis and automation.

### What is Conversation Intelligence?

Conversation intelligence is the process of analyzing spoken words to identify patterns, signals, and actionable insights for marketing and sales teams.

### 4. PURCHASE CONVERSION

#### INSIGHTS TO INFORM

Attribution from call tracking applies to both the lead and purchase stages. When a lead converts, you'll know the source of the conversion and the whole path:

- The initial tracking source
- The converting source, and
- Every engagement in between.

You'll be able to pull key performance indicators like days to close and segment it out based on source for further analysis. With these data points in hand, as well as all the conversation intelligence from each touchpoint, you'll have everything you need to find and drive more valuable conversions.

**The best part:** when you define conversions through call tracking, you can import them to Google Ads to inform its machine learning. Google will use all the insights available to find more of the same leads to maximize your value.

### 5. POST-PURCHASE

#### INSIGHTS TO CRUSH CX

Maybe you're in a position where once a customer makes a single purchase, the journey is over. For everyone else, it's just the beginning of a long, and hopefully profitable, customer relationship.

ATTRACT > CONVERT > NURTURE

Marketing attribution and AI-powered automation tools enable sales and marketing teams to not just attract and convert customers but also to nurture the relationship long after the first purchase and create lifelong customers. These same tools help managers improve efficiency and optimize agents' performance.

Ready to keep your sales pipeline full of high-value leads?

#### Sales coaching made easy

- Managers can listen to call recordings with their team like going through game tapes in professional sports.

#### Avoid wait times and frustrated callers

- Route existing customers directly to the teams they're used to working with, along with their full history of conversations.

#### Fuel upgrades and upsells

- Know what pages your customers have been viewing on your site and use AI to extract even more intent data to make your sales.

#### Monitor team performance

- Know when a customer is on the phone, and when they're not. Call tracking can provide a real-time view of how your team engages with customers, and opportunities to add efficiency.

