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# How Call Analytics can solve today's marketing challenges

A solution guide for marketers looking to get the most out of inbound phone calls

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# Introduction

**Calls are a part of a multi-channel marketing strategy for many businesses and they aren't going away—in fact, volume is growing. BIA/Kelsey projects 169 billion mobile calls to businesses by 2020.[1]**

Certain industries rely heavily on inbound calls to drive revenue. These tend to be industries where the price tag is high or the product or service is customized to the buyer.

Auto dealerships, home and financial services, and telecommunication companies prominently leverage phone calls as a step along the path to purchase. Whether to make an appointment for a test drive, schedule a window treatment consultation or request an insurance quote, calls are integral to sales for a vast number of businesses.

Much of today's marketing technology focuses on following the digital cookie crumbs left by prospects. **But with over 90% of transactions happening outside of e-commerce[2], measuring offline actions such as phone calls plays a critical role in marketing optimization.**

So, what can you learn from phone calls? As it turns out, a lot. Call Analytics can be as simple as tracking the number of calls to a specific phone number or more advanced, such as automated transcribing of inbound calls in real time and measuring outcomes. Whether you're a digital marketer running paid search campaigns or a national franchise with centralized call centers, call analytics can help you learn what channel or script is performing well. You can also learn why campaigns are working—or not. These analytics provide actionable insights so you can optimize your strategy to drive more revenue, lower acquisition costs and provide a better customer experience. In short, call analytics solutions can help you solve some of today's marketing challenges.

[1] BIA/Kelsey, Call Commerce: A $1 Trillion Economic Engine: BIA/Kelsey Industry Watch Report, 2016.
[2] BIA/Kelsey, Getting to $72 Billion: BIA/Kelsey's Mobile Ad Revenue Forecast, January 2017, P.6

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# Track calls for marketing attribution

Call Analytics has come a long way since the first call tracking application was implemented, but counting calls is how it all began. As digital placements were introduced as a marketing strategy, and the number of channels to connect with businesses proliferated, it was important to know which marketing dollars were producing results.

Call tracking numbers combined with interactive voice response systems (IVRs) make up the basic technology for call tracking. Prospects see an ad or visit a landing page they are interested in and take the next step: They pick up the phone and call the listed phone number. The number they interact with is tracked so you know which ad or site the caller responded to.

The call is then routed through an automated menu according to the caller's responses and delivered to your call center or business. In this way, you understand your call volume and learn what marketing channels are driving calls.

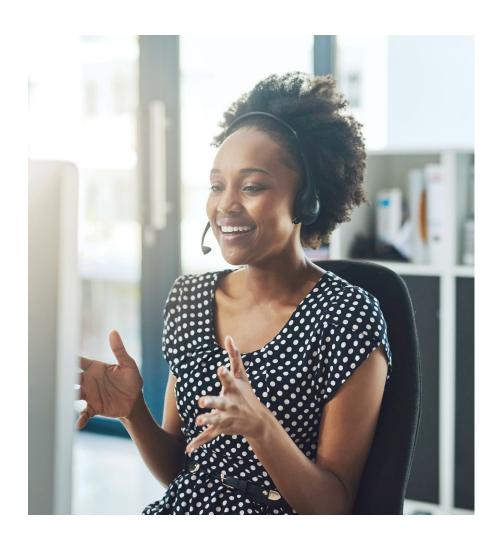**Marchex**

# Improve sales performance to grow revenue

One of the most difficult aspects of measuring inbound phone calls a business faces is listening to them all. For enterprise or multi-location businesses—or any business with a high volume of inbound sales calls—knowing what happened on a phone call is essential to understanding the outcome.

Without this knowledge, you can't optimize the call handling process, the script, or your representative's response. This is where Call Analytics—specifically, Speech Analytics—shine.

**AI-powered speech analytics technology can measure what happened during calls and measure the performance of the call agent or representative according to a predetermined scorecard.** Understanding performance by location or agent provides actionable insights to improve call handling and increase opportunities to grow revenue.

Why calls fail can also be pinpointed, whether there are routing issues, high wait times or no agent available during specific times of day. Knowing why calls fail can reveal issues that can be addressed.

Calls can be recorded for automated transcription, if desired, which can provide searchable transcripts that can inform training initiatives, retargeting opportunities and more.

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## Optimize digital media spend to lower costs and increase revenue

If you use digital placements (search, display or social ads) or insert a phone number on your website or landing pages, you likely know the number of clicks you receive from your platform metrics. But do you know which keyword drove the call? Or what happened next?

Call Analytics can connect the calls you receive to the media that drove them so you can learn which channels are working. **Call Analytics can help you learn which keyword drove the call and, depending on the provider, can be integrated into your bid management platform.**

Other, more advanced, analytics can help you retarget high-intent callers who don't convert after the initial call, or target similar prospects on social media using your call data to create look-alike audiences.

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# Grow your customer base from incremental channels

Besides providing actionable insights for marketing optimization, Call Analytics provides the basis for optimized campaigns on proven channels that you already know work. A call marketplace can help you find new customers previously out of reach.

For many brands and agencies, success comes down to plain old math: My marketing campaign needs to *drive X volume of calls to get Y number of qualified leads in order to hit my revenue target of Z.* One proven option for getting more calls is to buy high-quality leads. A call marketplace platform can help drive additional calls to your business.

Whether your business needs to better understand marketing performance, improve call handling across many touchpoints, optimize online-to-offline channels, or simply boost the volume of inbound sales calls you receive, Call Analytics can provide insights that you can take action on to uncover revenue opportunities within your business.

If your business relies on phone calls to make a sale, Call Analytics can help you get the most out of your marketing efforts.

## To learn about Call Analytics solutions, visit Marchex.com.

Marchex is the leading provider of end-to-end call analytics solutions, with the deepest and broadest set of applications for mid-market and enterprise businesses on the market today. The best customers are those who call your business. Marchex helps you understand who called and why, so you can turn more of these callers into customers.

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