



Case Study

Gravitate Online Clients Receive Missed Opportunity Alerts and Lead Score Data.

Overview

Gravitate Online began using Convirza in late 2014 when a major garage door company requested call analytics technology. They had hundreds of marketing phone numbers and wanted to track the results. Gravitate Online then began to implement call tracking and deep call analytics across their entire client-base. They build the call analytics software into their pricing model and pass the cost on to their clients. They are also using Conversation Analytics to gather missed opportunity data, lead score, and close rate metrics.

Worthless Data vs. Useful Data

Chayden Young, an Account Manager at Gravitate Online, has a lot on his plate. He's got to make sure that all of his agency's clients are happy. He's got to make sure that Gravitate Online is producing results for its clients.

"From an SEO or PPC standpoint, it is actually quite difficult to see ROI solely based on traffic or even leads," Young says. "They want to know how many

leads... or even revenue you're producing for them this month. They care about their bottom line, that's it."

That's why making clients happy is so challenging. There's usually a disconnect, a gap, between the metrics agencies provide (traffic, and rankings reports) and the metrics that agency clients care about (qualified leads, and revenue).

"That's what this data from Convirza helps us do, bridge the gap and show them actual lead and even revenue data for their business."

Keyword Rankings & Call Analytics Data

"We had a drug rehab center client that looked great on paper," Young says. "Their keyword rankings were good, their traffic was good, but they were upset because they weren't increasing in revenue. They didn't feel like we were generating enough leads for them."

Company

Gravitate Online

Industry

Digital Agency

Line of Business

Gravitate Online is an SMB-focused digital agency based in Utah. Their work includes clients in the online currency, auto repair, and drug rehab facility verticals. They focus on SEO, PPC, email marketing, and social media marketing. Their clients range from small businesses to multi-location automotive repair shops.

Location

Salt Lake City, Utah.



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Chayden Young
Account Manager
Gravitate Online

And so Young knew he had to dig deeper than Moz or SpyFu reports. He had to show the client actual lead data and even revenue information.

“We started tracking their phone calls and running them through the Convirza analytics engine. And it turned out we were generating nearly 200 qualified calls per month for them. She was stunned.”

Once the drug rehab facility realized Gravitate Online was doing a great job generating phone calls, the next step was figuring out what happened on the phone. That’s when Young decided to start using Conversation Analytics, the proprietary system from Convirza that actually analyzes every phone call using speech recognition technology.

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Convirza’s Conversation Analytics provides a 0-100 lead score for the calls clients want to track. This lead score is based on the words and phrases said on the call. The higher the lead score, the more likely the caller is to convert to revenue.

“Based on these numbers we’re able to provide them with an exact ROI,” Young says. “It can’t be

some ambiguous number out there. It has to be a precise measurement.”

Another client, an auto repair business with 15 locations, was able to analyze the data and determine that certain locations had a very low close rate compared to others.

“The owner called me,” Young says. “And said, ‘Gosh my guys are terrible on the phone.’ We were able to give him data that helped him figure this out. We learned all of this through Convirza.”

More Than an Agency

The in-depth data provided by Convirza has allowed Gravitate Online to transform from an agency into a vital part of their clients’ business.

“We can show them that they aren’t converting on 30 calls per month. We provide them with that data. What do you think 30 more sales per month are worth to them? A lot of money.”

Gathering this data, automating client alerts, and making the data available to clients, is now a vital part of what Gravitate Online does.

“This is part of our business now. As long as Gravitate Online exists, we’ll be using Convirza. I don’t know how any agency functions without this data.”

About Convirza

Convirza is the next generation of intelligent call tracking and marketing automation. Convirza allows marketers to track marketing ROI, close rates, lead quality, and call quality. Integrating award-winning features like Dynamic Number Insertion (DNI), full-scale Google Analytics integration, and exclusive Conversation Analytics. Convirza is the most robust call tracking solution on the market.

Sign up for a 30 FREE Trial by visiting www.convirza.com/30-day-trial or call 866-811-8880



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