Contents

Marketing & Measurement .......................... 4
The Enormous Value of Phone Calls ............... 5
Call Tracking Technology ............................ 8
What is Call Tracking? ............................... 9
  #1- Marketing Attribution ......................... 11
  #2- Multi-Channel ROI ............................ 12
  #3- Offline Conversion Rates ...................... 13
  #4- Marketing Automation ......................... 14
  #5- Call Recording ................................. 15
  #6- Heat Maps ..................................... 16
  #7- Trend Analysis .................................. 17
  #8- Conversation Analytics® ....................... 18
  #9- Call Actions Automation ....................... 19
  #10- Re-Marketing ................................. 20
  #11- Missed Opportunity Alerts .................... 21
  #12- Sales Effectiveness ........................... 22
  #13- Call Conversion Rates ......................... 23
  #14- Call Success Metrics ......................... 24
  #15- Lead Score: High Quality Leads ............. 25
  #16- Revenue Growth .............................. 27
Why Call Tracking Is Vital Today .................. 28
About Convirza .................................... 29
66% of small to medium businesses consider PHONE CALLS their most VALUABLE lead.

BIA/KELSEY
Companies measure everything. And they’re not alone. As individuals, we track every step, each calorie, stock price ticks, average mile per gallon, the hours until our next vacation, and on and on.

Today, marketers capture and analyze most every interaction with leads and potential customers. Preoccupied with tracking the complete customer journey, we hope our knowledge will increase conversion rates and, of course, grow revenue.

A big part of marketing is the quality of the leads generated and what happens after the online visits and offline interactions.

But here’s the problem: some marketers don’t measure the right things. Or perhaps some marketers don’t measure things in the right way.

Marketers are so conditioned to track their digital environs that they often ignore other metrics. Do you neglect offline conversions, such as phone calls?

Many marketers focus almost solely on driving leads. Their success metric is how many clicks and calls they produce. Close rates seem to be something that belongs to the sales department.

“WHAT GETS MEASURED, GETS MANAGED.”

Peter Drucker
The Enormous Value of Phone Calls

DO YOU THINK PHONE CALLS ARE OUT OF DATE?
DO YOU WONDER IF PHONE CALLS STILL MATTER IN OUR DIGITAL WORLD?

If you think phone calls are a thing of the past, you're mistaken. Surprisingly, our constant connection to technology and data actually has reinforced the importance of phone calls. Convirza knows this. Every day organizations use our call tracking technology and call analytics to optimize their marketing, improve their close rates, and grow their businesses.
Phone Calls Are Vital

IF YOU QUESTION THE IMPORTANCE OF PHONE CALLS TODAY, CONSIDER THESE STATISTICS.

AT&T call volume during 2020, grew 35%.

WE HAVE BECOME A NATION THAT CALLS LIKE NEVER BEFORE. WE ARE CRAVING HUMAN VOICE.

FCC Commissioner Jessica Rosenworcel

800M phone calls were handled by Verizon every day in 2020.

2X more than the average number of calls made on the busiest call day of the year—Mother’s Day.
Phone Calls Connect Humans

Humans are social beings. The internet is vital for research and gathering information. But when people need help and have questions, they still prefer to connect with another human. So people call.

According to Martech, 57% of people call a business because they want to talk with an actual person.

WITH MORE AND MORE PEOPLE CALLING, CALL TRACKING IS ESSENTIAL. CALL TRACKING AND CALL ARE CRITICAL TO AN OVERALL MARKETING STRATEGY.

AFTER FINDING A BUSINESS ONLINE, 60% OF PEOPLE PREFER TO CALL CONNECT WITH THEM ON THE PHONE

BrightLocal
BUSINESSES WILL GET 169 BILLION MOBILE PHONE CALLS THIS YEAR.

Call Tracking Technology
CAPITALIZING THE VALUE IN EVERY PHONE CALL

As the number of phone calls to businesses keeps climbing, the importance of capturing call data grows. Call tracking software measures call data and offer surprising insights into your customers’ behavior. You know which marketing sources and messages resonate best with your customers and which approaches don’t work so well.

Call tracking is not just for tracing what marketing drove a specific phone call. Call recordings help you train your sales reps, track consumer opinions, and protect your company.

By failing to use call tracking, companies are blind to an entire segment of their inbound marketing. Besides, they miss out on marketing automation, the marketing metrics, and revenue from a valuable pool of potential customers.
What is Call Tracking?

THINK OF CALL TRACKING AS THE UMBRELLA FOR CALL MANAGEMENT AND INSIGHTS

At its most basic level, call tracking links marketing to phone calls. The software recognizes which marketing methods and advertising campaigns generate phone calls and which do not.

Call tracking assigns distinct phone numbers to each advertising campaign, points of contact, or customer engagement point.

How Does Tracking Calls Work?

Each marketing and advertising source is assigned a unique local or toll-free phone number. When a person dials the phone number, the call automatically routes to your business.

Convirza then records the conversation and analyzes it. After dissecting the call, automated and manual call scoring summarizes the call’s quality and potential value.

1 Advertise Number
2 Customer
3 Route & Record
4 Ring Location
When customers dial any call tracking number, Convirza instantly connects the call to the business.

Convirza’s software records everything you want to know about the phone call. You see which engagement points produce the most effective customer interest within minutes of each call.

Call tracking provides data regarding the number of calls a business receives, how long the calls last, the outcome of the conversation, as well as information about the caller. Call tracking records each conversation that takes place, allowing you to reflect on the most productive conversation habits.

Finally, call tracking is the gateway to even more powerful analytics. For instance, Convirza’s speech analysis software that uses automated technology to score each phone call helps you easily train employees and communicate with customers.

Who Can Benefit From Call Tracking?

Any organization that receives and values phone calls benefits from tracking calls.

Anyone responsible for:
- Lead generation
- Marketing analytics
- Inbound marketing
- Cross-channel marketing
- Direct response marketing
- PPC
- Media buying
- Coaching
- Sales
- Customer service
- And many more

So...without further ado: the 16 amazing benefits from call tracking.
Phone calls are often one of the last steps before purchase. Call tracking attributes marketing efforts to phone calls and resulting revenue. Seamlessly the technology connects the complete customer journey from specific marketing campaigns and activities to conversions and customers.

Before someone makes a phone call, they are usually exposed to various marketing efforts like a TV or radio ad, a social media post, an email, a blog, a landing page, and many more.

Marketing attribution answers many questions like:

- Which marketing activities have the highest conversion rates?
- Which sources produce the best ROI?

Technological advancements and the outset of digital marketing attribution can recognize every effort from the first-touch to the last-touch.

MARKETING ATTRIBUTION IS THE ANALYTICAL SCIENCE OF DETERMINING WHICH MARKETING TACTICS ARE CONTRIBUTING TO SALES OR CONVERSIONS.

MarketingEvolution

44% OF MARKETING LEADERS HAVE INITIATIVES TO FIND CAMPAIGN EFFECTIVENESS.

eMarketer
2- Multi-Channel ROI

WITHOUT CALL TRACKING, YOU IGNORE A VALUABLE SEGMENT OF ROI.

Usually, marketing and sales prospects have many touches before conversion. ROI calculations must include when online visitors bounce and pick up the phone.

Convirza fixes the void between multi-channel engagement with dynamic number insertion (DNI). This technology displays unique phone numbers on web pages and can even pin to a specific website visitor.

Dynamic call tracking numbers render flexible and customizable data capture for every digital touch.

Multi-channel insights help optimize marketing ROI while also capturing the complete customers’ digital web journey.

Dynamic Number Insertion offers:

- Visitor level tracking
- Outcome based automation
- Flexible deployment
- Unlimited data capture parameters

TRUE MULTI-CHANNEL MARKETING METRICS

- How many calls does your homepage generate?
- How many phone calls do you get from your TV and radio ads?
- How many calls did your employees miss?
- How many calls originated through an organic Google search vs. pay-per-click campaign?
- Which marketing channels generate calls and which do not?

MARKETING ATTRIBUTION ACCURACY FREQUENTLY IMPROVES BY 40% WITH DYNAMIC NUMBER INSERTION.
3- Offline Conversion Rates

Your marketing team probably knows what their precise online conversion rates are.

The person in charge of your email marketing can tell you what open rates are for various campaigns, what click-through-rates are for specific emails, and even which articles are producing those click-throughs.

The person in charge of your PPC efforts probably knows specific conversion rates for various landing pages.

Contrast this top-of-mind knowledge with your phone marketing analytics.

- Do you know which sources produce phone calls?
- What is the average conversion rate for calls from each ad source?

Phone conversion rates are critical to track because, in part, they’re much higher than online conversion rates.

For instance, most landing pages convert only 2%-10% of total visitors.

The bottom line: phone calls matter and they are incredibly valuable.

A PHONE CALL IS WORTH BETWEEN 5X - 10X MORE IN REVENUE THAN A COMPLETED FORM WILL GENERATE.

Brian Massey, Conversion Sciences
Automation is a popular concept in marketing circles. Sales and marketing professionals regularly try to create advantages for themselves. One way to do this is by creating systems that process leads and sales without manual input.

With the massive emphasis on digital marketing, we may not realize that calls convert much higher than form fills. Phone conversations deserve equal attention and automation.

With marketing automation, the key to brilliant success is meaningful action, not just generic automation. Automation rules should trigger events that lead to fruitful interactions that turn prospects into customers.

Naturally, actions vary depending on the business model and the type of products offered.

Using Conversation Analytics® services, you can identify what happened on the call without manually listening to it. Convirza’s automation engine can trigger emails, web hooks, and API notifications so that leads that don’t convert can be re-targeted.

Automation can launch a nurture campaign without manual input. By simply re-targeting your best leads using automation rules, you can unlock a treasure trove of prospects that are currently walking out the door to a competitor.

80% OF MARKETERS REPORT AN INCREASE IN LEADS DUE TO AUTOMATION.

invesp
People are calling businesses more than ever. You might think this era of technology and digital connectedness would kill the old-fashioned phone call. But that’s far from reality.

MONITOR CUSTOMER SATISFACTION

- Highlight ideas to enhance products and services that can optimize your business.

VERIFY COMPANY MESSAGES

- Document specific greetings, messages, monthly specials, etc.
- Know how agents discuss products and promotions.

Additional benefits include providing call feedback by commenting directly on recordings.

Categorizing calls using tags for your own digital recording call organizer.

And emailing recordings directly to coach and train employees.

96% OF AMERICANS OWN A MOBILE PHONE.

Pew Research Center

With nearly every adult having a phone in their hand, people are calling businesses at record rates.

Recorded calls are the only way to capture this non-digital, offline interaction. If you use call tracking, your phone calls are automatically recorded and saved. Once you have the call recording, you can use them in many valuable ways.

IMPROVE CUSTOMER SERVICE

- In about 3 minutes, Convirza analyzes call recordings.
- Analytics reveal if customers were happy and how they were treated.
6- Heat Maps

WHERE ARE YOUR HOTTEST REGIONS?

A picture is worth a thousand words. Or in this case, a visual could be worth a thousand phone calls.

Weaker locations may be a waste of advertising budget, but they may also need a unique marketing approach.

The Convirza Heat Map instantly shows marketers where their callers are located. The hottest zip codes and regions are the areas generating the most phone calls.

Shift your budget dollars from those ineffective ad sources to those that prove to drive the highest ROI.

Marketers can target these key areas to optimize their efforts. With Convirza’s call tracking metrics, you can now continuously make data driven adjustments to your ad and sales messaging.

With the improved marketing efficiency, you’ll save money, which means you can reinvest in more marketing. You may even reallocate marketing dollars to other business needs. Call tracking literally pays for itself.

A picture is worth a thousand words. Or in this case, a visual could be worth a thousand phone calls.
7- Trend Analysis

DO YOU KNOW WHEN YOU GET THE MOST CALLS?

This critical question affects the management of your employees and your organization's workflow.

The Convirza Call Trends report aggregates all phone calls by day of the week and by the hour. The two metrics are displayed side-by-side for quick comparison.

The report reveals:
- Peak hours and non-peak hours
- Peak days and non-peak days

Location managers use the Call Trends report to staff their businesses.

You know the exact days and hours that need more staffing and the times to schedule a smaller crew.

Ensure you have your best employees and agents answering phone calls during your highest call volume times.
Conversation Analytics® analyzes the 420 billion words shared on telephones every day.

Call tracking determines what happens BEFORE the call. But Conversation Analytics® interprets what happens ON the call.

Conversation Analytics® uses sophisticated speech recognition technology and millions of proprietary algorithms to analyze call content.

All the call data fuses with machine learning models to classify the presence and strength of indicators.

Call indicators include success metrics like phone etiquette, agent empathy, lead score, tone, compliments, objection language, commitment to buy, payment language, reservation made, and many more.

- Unparalleled visibility into campaign performance
- Accurate identification of conversions, lead quality, and sales skills.
- Reduced costs and energy manually listening to calls.
9- Call Actions Automation

CALL ACTIONS SPEAK LOUDER THAN WORDS

AUTOMATING ACTIONS REDUCES MARKETING OVERHEAD BY MORE THAN 12%

People call when they are ready to interact and get action.

No wonder phone calls are the most valuable lead organizations have.

Convirza Call Actions give you the tools to automate your responses in hundreds of innovative ways. Based on call outcomes determined by millions of artificial intelligence algorithms, you can automatically reconnect with leads and customers.

REDUCE MANUAL WORK

• Program your own customized follow up to call outcomes and save manual effort while avoiding gaps.

RESPOND FAST TO CALL ANALYSIS

• Get real-time notification of call results so you can stay informed and respond automatically.

DECREASE LISTENING TIME

• Understand the value phone calls, without taking the time to hear the conversations. With Convirza you can automatically filter calls by a specific agent or customer behavior.

70% OF ALL MOBILE SEARCHES RESULT IN ACTION WITHIN 1 HOUR.

Mobile Marketer
10- Re-Marketing

Tracking your calls enables you to get a complete picture and keep tabs on leads. How?

Convirza provides call details, so you know the callers:
- name
- address
- phone number

Via Convirza’s API, you can push this data directly into your CRM. The re-marketing possibilities are endless.
- Build your lead list
- Re-market
- Follow up
- Nuture

Keep in mind that 91% of people have their smartphones with them all the time. So you can re-market via text messaging or phone calls.

Also, Convirza organizes calls into useful metrics, including:
- Unanswered calls
- Voicemail calls
- How callers were treated
- Missed upsell opportunities
- Calls not handled effectively

You can connect immediately with leads and save their business.

30-50% OF SALES GO TO THE VENDOR THAT RESPONDS FIRST.
Brian Williams, PhD

90% OF MOBILE SEARCHES LEAD TO ACTION.
Mobile Marketer
Year after year, almost half of inbound phone calls are placed by people ready and planning to make a purchase or book an appointment. Of these calls, one in every two doesn't convert. We classify these calls as Missed Opportunities.

DO YOU WONDER IF CALLS ARE HANDLED PROPERLY?

Missed Opportunity Alerts trigger when a call has high conversion potential, but no sale. Engage before callers go to competitors.

RECOVER LOST REVENUE
- Capture unrealized sales without spending anything

GET ENHANCED SALES INSIGHT
- Discover the reasons why callers do not convert.

A STUNNING 46% OF SALES INQUIRIES ACROSS DOZENS OF INDUSTRIES AND MILLIONS OF CALLS END UP AS MISSED OPPORTUNITIES.
Call tracking connects multi-channel marketing to phone calls. You know if ads are effective, keywords drive traffic, and content triggers engagement.

But what if sales are flat?

If marketing is driving calls and your salespeople don’t have the skills to handle the calls, conversion rates suffer.

You’re essentially throwing money away without the ability to identify and repair issues such as low sales and agent performance.

Call tracking and analytics open the door to coach and train your sales team.

Convirza identifies the effectiveness of sales and phone agents.

- How are employees’ phone skills?
- Are they polite?
- Do they ask for the appointment or sale?
- How well do agents understand and help callers?
- Do they use call scripts and the company messaging?
- And much more

You have the insights to improve your teams.
A conversion can be a few different things depending upon the business and industry. It might be an appointment scheduled, a demo planned, or a service date arranged.

Focusing on phone call conversion rates is profitable. Caterpillar Co. reaped terrific results after they used call tracking. The company increased its call close rates by 78%.

If you don’t know your conversion rate, you can’t change it!

### Lead Source

<table>
<thead>
<tr>
<th>Lead Source</th>
<th>Conversion %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cold Calls</td>
<td>0</td>
</tr>
<tr>
<td>Referrals</td>
<td>10</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>15</td>
</tr>
<tr>
<td>Social Media</td>
<td>20</td>
</tr>
<tr>
<td>Inbound Calls</td>
<td>30</td>
</tr>
</tbody>
</table>

Some companies improve call conversion rates by **3X** when they record and score calls.
14- Call Success Metrics

PINPOINT WHAT MATTERS MOST ON YOUR CALLS

Convirza measures what people do and say during calls.

Our call analytics engine extracts massive amounts of data from phone calls. We measure the data against many criteria proven to shape successful communication and generate metrics or indicators.

Using call metrics you can see what indicators drive the best call outcomes. Once you understand the success metrics that matter most on your calls, you know what to focus on.

Call indicators are significant. Consider the influence of several metrics.

CALL TRACKING IN ACTION

Last year, a call tracking client started scoring calls. Their average call indicator was 54%, and their close rate was 21%.

Three months later, the company had:
- 69% average call indicator
- 30% average close rate
- 40% close rate increase 40%

If you close 40% more calls this month than last month, guess what also increases -- REVENUE!

- WHEN PHONE ETIQUETTE SCORES 61 CALLS ARE 335% MORE LIKELY TO CONVERT.
- CALLS CONVERT 293% MORE OFTEN WHEN SALES SKILLS MEASURE 79
Every marketer knows the quantity of leads is less critical than the quality. There is little point in driving traffic, calls, or prospects if the leads are not qualified and ready to buy.

You can score leads on any criteria you choose. Some companies score leads using very specific and in-depth criteria. But a detailed strategy like this is not necessary for everyone. For some companies, a few main criteria are sufficient.

- Readiness to Buy
- Position to Buy
- Decision Maker

A lead score is not based on what ‘you think.’ Rather, what the customer actually says during a phone call produces the lead score.

Call tracking allows you to manage lead quality, not just quantity. This information is invaluable as you determine how and where to spend your marketing dollars.
A Leading Indicator

After analyzing 136,000 calls from clients across all industries, one thing is clear...the stronger the lead score, the higher conversion rate.

You can send leads with high scores to sales. Sales reps save time because they only spend time with contacts that accrue enough points to be sales ready.

CLOSE RATES IMPROVE PROPORTIONATELY TO LEAD SCORES.

CALL TRACKING IN ACTION

One company started using Convirza to track specific events on phone calls.

- Did employees use the caller’s name?
- Did employees ask directly for an appointment?
- Did employees persist in the face of objections?

In the beginning, the company’s close rates hovered around 17%. So, 4 in 5 callers didn’t end up becoming customers.

After four months and thousands of scored calls:

- Close rates improved to 73%
- Their revenue was 2x the average per store revenue for their industry

They implemented internal call reviews, training, bonuses, and vacation days based on call scores.

Not surprisingly, as call scores went up, so to did conversions.
16- Revenue Growth

CALL TRACKING OPTIMIZES BOTH MARKETING & SALES

Companies that track, record, and score their calls often increase revenue substantially.

If your calls are not converting, it’s time to know why. Call tracking and analytics bring to light what is working and what needs improvement.

Convirza optimizes:
- Advertising campaigns
- Marketing messages
- Phone skills
- Sales process
- Follow up automation

The results:

→ LEAD QUALITY IMPROVEMENT
→ CONVERSION INCREASES
→ BOTTOM-LINE PROFITS
As mobile phone use skyrockets, better call analytics are essential. Organizations that do not track calls are missing vital data to optimize their sales and marketing.

For 40 years, the phone was king of the marketing world. Businesses wanted customers to call them.

But then the Internet came along, and the world changed. Suddenly, every marketer’s goal—what they sought, what they measured, and what they cared about—was digital.

All this is changing again. However, this time the phones are mobile, smart, and interactive. That’s why advanced call tracking is more important than ever.
About Convirza

Convirza combines call tracking, recording, and phone numbers with intelligent call analysis to maximize marketing and business performance. Our Conversation Analytics® services are the industry’s leading AI call automation and natural language speech pattern recognition technology.

Since 2001, Convirza has enabled marketers to optimize ROI, close rates, lead quality, and call quality. With award-winning software and features like dynamic number insertion, true native Google Analytics integration, and advanced IVR capabilities, Convirza is the most robust call tracking system on the market.

ENJOY ALL THE BENEFITS OF CALL TRACKING TODAY!

SCHEDULE A CUSTOM DEMO