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 built 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 has to ensure 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.”

They found making clients happy can be a challenge due to a disconnect, a gap, between the metrics the agencies traditionally provide (traffic, and rankings reports) and the metrics that agency clients truly care about which are 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.”

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. 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.

“We implemented Conversation Analytics on calls over 2 minutes long. We learned that the leads we generated are good leads. Now they can improve what they’re doing on the phone and actually close the calls we’re sending to them.”

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.”

Competitive Comparisons

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.

“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.”

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.