

CALL TRACKING FOR AGENCIES

Prove and Improve How Your Marketing Generates Calls and Sales for Clients

YOUR CHALLENGES	HOW CALL TRACKING HELPS
I undersell my value to clients because I can only prove how my marketing generates web leads, not calls.	Generate reports that show exactly how all of your marketing drives calls and sales for clients.
I can't optimize search advertising because I can't tell which keywords, ads, and landing pages drive calls.	Optimize search campaigns for the keywords, ads, and landing pages that drive calls and eliminate ones that don't.
Some of the calls I generate shouldn't go to my clients' sales teams, but I can't filter those out.	Send callers to a virtual receptionist first to weed out the ones that aren't right for sales agents.
I have no visibility into the quality of the calls I generate for clients.	Use call scoring tools that measure conversation quality for you, record calls to prove value, and more.
Some calls I generate for clients go to waste because I can't control how they get routed.	Route calls optimally based on marketing source, the caller's geographic location, time/day of call, and more.
All the marketing applications I rely on to manage and optimize my campaigns don't work for calls.	Integrate call analytics in Google tools, CRM solutions, website conversion tools, and bid management solutions like Marin, Kenshoo, DoubleClick, and Acquisio.



“DialogTech enabled BitCadet to prove to our client how our online marketing programs increased calls by 208% and sales by 89%.”

– BitCadet