

Know Your Calls. Know Your **MARKETING**.

Marketing Agency Becomes Client Superhero Thanks To Call Tracking

Professional services company finds \$250,000 hidden in their phone calls.

The Challenge

Tony Lael, Partner and Marketing Strategist for Fannit, an inbound marketing agency, admitted that before working with CallRail, Fannit's visibility into a client's inbound calls was relatively limited.

The Solution

Fannit chose CallRail as its call tracking platform in order to deploy unique, trackable numbers that are assigned to different sources of inbound leads, enabling the agency not only to understand where leads were coming from, but also whether lead generation really was the problem for their clients. They also used call recordings to monitor how leads were handled once a customer was dealing with the firm.

The Results

When Fannit analyzed the call data from CallRail for one of their clients, they discovered that in one 4 month period a full 60% of their client's leads were coming in as phone calls. Below is a summary of what they learned.

Fannit Marketing generated an average of 76 leads per month for the client (307 total) 50.4% of the leads were generated from calls (monitored by CallRail) 67% of the phone calls were generated from organic search and recorded with CallRail.

From this data Fannit could see that they were clearly generating plenty of leads for the client. However, Fannit also discovered that of the 313 billings made by the client over the same period, the average was only \$35.28 revenue-per-service, which was frankly unacceptable for their client. This prompted Fannit to review the phone calls recorded and stored by CallRail. Fannit discovered that the client's staff was not fielding questions about high-end services effectively—and in some cases totally inappropriately. Fannit helped their client change the way they handled calls, and the result is having a significant impact on the client's bottom line—Fannit projects the client will net an additional \$250,000 in annual revenue by implementing its inbound call recommendations. The visibility to make these recommendations is attributable directly to CallRail.

Learn more at callrail.com