

CALL TRACKING

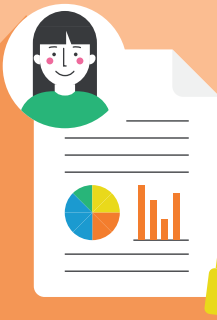
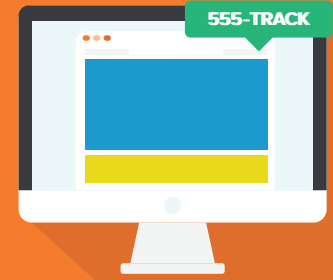
Make Every Call Count

How can you gauge success and amplify marketing results for your business without all the information? You can't. CALL TRACKING provides real-time campaign metrics that guide your content creation and lead cultivation. Integrating CALL TRACKING into all marketing efforts is a critical component of campaign management. Without it, campaign data is incomplete, or even worse—misleading.

Gain Deeper Insight Into Lead Origin

01

Prospective clients will see a unique CALL TRACKING number in places like your website, social media channels, business cards, emails, newsletters, etc.



02

Improve Lead Conversion Rates

When a prospect dials the CALL TRACKING number, we record the conversation and valuable caller information while seamlessly forwarding the call to your practice.

Increase Return on Marketing Spend

03

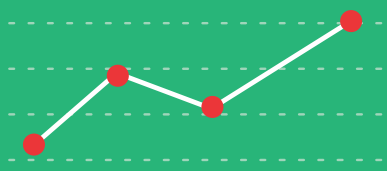
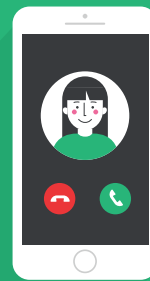
Your ETNA Account Executive reviews reports that show call details for your tracking numbers, using this information to enhance your marketing efforts.



60%

(or more) of leads are by phone versus by form

Resource: Etna Interactive



Monitor Your Calls

Knowing which of your advertising efforts are driving calls is the key to maximizing your marketing return.



Understand Your Leads

Consumers may contact you without ever having visited your site, making dedicated CALL TRACKING numbers crucial.

1 out of 10

users stopped submitting form-based inquiries from 2016-2017

Resource: Etna Interactive

3/4

consumers will likely choose another vendor after a bad phone experience

Resource: Invoca



Improve Customer Service

Regular review of call records allows for staff to learn from each other and improve call handling skills.