

# EMAIL MARKETER'S GUIDE TO CALL TRACKING



telmetrics<sup>o</sup>

# THE CHALLENGE

As consumers gain more independence in the sales process, companies are tasked with finding fresh ways to engage their audience and compel them to respond.

As consumers evolve, so do marketing strategies. New ways of doing things become commonplace, and declarations of the demise of older and more traditional strategies ensue.

Email has been on its last legs for years if you believe the hype. However, the stats tell a different story. Email usage is still prevalent and highly effective. It's simply more difficult and more work. It also requires more tools and data. Abandoning proven tactics is not the solution. Evolving the strategic approach is the solution. Getting the right message in front of your audience in the right way at the right time is the answer.



# THE CONSUMER EXPERIENCE

Currently the consumer experience is largely fragmented, especially when it comes to the massive divide between online and offline. Consumers are asking for an integrated approach. They are asking for omnichannel marketing.

## OMNICHANNEL IS ABOUT THE CONTINUITY OF THE CONSUMER'S EXPERIENCE.

Open lines of communication across multiple channels (in-store, on websites, in email, on calls, via social posts, etc.) are absolutely vital. Brands that gather omnichannel data and use it intelligently to personalize communications, and to inform decisions on the who, what, when, where, and how of those communications, will see better campaign outcomes.

## SOME OF THE MOST IMPORTANT FACTORS INFLUENCING PURCHASING DECISIONS ARE:



PRICE



RELATIONSHIP



SERVICE



EXPERIENCE

Make sure your marketing campaigns provide consistent and intuitive experiences so that the customers are able to choose your business for the excellent price, relationship, and service you're offering.





# THE OMNI EXPERIENCE

**Integration of the various platforms and devices to make it easier for the cross-device consumer is crucial.**

Telmetrics offers you the ability to offer the omni experience while still gathering key metrics for online and offline actions and conversions.

The timing is right for the marriage of email and calls, with 53% of emails being opened on mobile first<sup>1</sup> and with click-to-call increasing due to mobile usage. This is the type of omnichannel engagement that improves open and response rates on messages of all types.





# UNPRECEDENTED OPPORTUNITY TO ALTER THE SALES CYCLE

**57% OF THE BUYER'S JOURNEY IS COMPLETED  
BEFORE THE BUYER TALKS TO SALES<sup>1</sup>.**

The sales cycle evolved into this largely independent process for consumers due to the ability to get their hands on a wealth of information online.

Now you can insert yourself into the current cycle and interact with your customers earlier in the buying process. Be proactive in your efforts to reach and track customers across all platforms and channels and devices.



# INCREASE RESPONSE RATE WITH CLICK-TO-CALL

Who wants to fill out a form on a smartphone, when they can call while sitting in traffic? The need for increased productivity, the desire for quick answers, and the need for easy and convenient solutions all result from the information overload. Consumers are ready for a more connected and simplified process.

**61% of mobile searchers state that click-to-call is most important in the purchase phase of the shopping process.<sup>1</sup>**

**BIA/Kelsey estimates that by 2019, 162 billion people will call businesses from their mobile phones annually.<sup>2</sup>**

This adds up to an increased volume of phone calls. Phone leads are 10x more valuable than form fills.<sup>3</sup> The callers are more interested, they are available for real-time engagement, and they supply a wealth of information to brands, just based on the words they choose to use.



PHONE CALLS ARE

**10x**

MORE VALUABLE  
THAT FORM FILLS

<sup>1</sup>AdInsight 2 - BIA/Kelsey, 2014, "Phone Calls Are the New Click: The True SMB Marketing Opportunity" <http://www.biakelsey.com/pdf/biakelsey-sponsored-research-bandwidth-report.pdf> <sup>3</sup> BIA/Kelsey



# HOW IT WORKS: COMBINING EMAILS & CLICK-TO-CALL

Your regular email campaigns are easily enhanced by simply inserting a tracking number from your number pool into the landing page. Follow our simple instructions on generating the URL for the landing page and you are all set.

CallTelligence® dashboard will provide the call tracking details, or you can pull data into your own dashboard with our API or through our various integrations.





**Email has the  
highest ROI of any  
digital channel with  
a \$38 return for  
every \$1 spent.<sup>1</sup>**

# TRACKING RESULTS

With the implementation of call tracking from emails, you can better gauge the effectiveness of your email marketing campaigns and operate with a precise understanding of what drives phone calls.

*76% of marketers don't  
measure what happens  
after an email click.<sup>2</sup>*

## PROVEN RESULTS

Before launching email call tracking, our internal tests showed 100% success in tying email addresses to phone calls.

1 Litmus, 2016 State of Email Report

2 GetResponse, The State of Email Marketing 2015 by Industry



# MORE THAN ATTRIBUTION



## DUAL CHANNEL RECORDING

**Call tracking completes the data picture but it doesn't stop there. We offer Call Scoring, a robust system for conversation analysis, categorizing leads, and sales agent training.**

Our dual-channel call recording technology allows recording of both sides of the call and results in a more precise transcription. It can be further analyzed for the mention of specific keywords including brand and products, competitors or words that indicate purchase intent and more.

In near real-time, leads are scored and, shortly after, transcriptions are available.



## RICH CALLER PROFILES

Our rich caller profiles offer insight into lifestyle, credit score, finances, purchase history and other demographic and behavioural data.

Gathering intel on your customers helps you target the right offer at the right time to the right people, increasing their satisfaction with the experience and improving your bottom line.

Consumers are less accepting of noise and strong arm sales tactics. They are looking for a personalized experience that demonstrates the brand's understanding of their needs. In fact, personalized emails increase click-through rates by an average of 14% and conversions by 10%.<sup>1</sup>

1 Aberdeen Group, Email Marketing: Get Personal with Your Customers



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DRIVEN BY YOUR EMAIL AND MARKETING CAMPAIGNS**

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