Are you effectively monetizing, measuring and maximizing your inbound call volume?



Marketers are using call analytics platforms to identify the rich data and consumer insights hidden in the growing volume of inbound calls. Call analytics platforms are one of the few martech systems that can track both online and offline leads.

Call tracking – following a call from source (e.g. website, click-to-call search or display ad) to sales representative (e.g. based on geographic location or product line) – has been a core use case. However, call analytics platforms now work for a number of marketing use cases:

CALL ANALYTICS & A.I. USE CASES

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MARKETING ATTRIBUTION:

Call analytics provide flexible attribution across media channels, helping brands understand which digital media are driving phone calls. PPC marketers, in particular, have adopted call analytics to connect callers to specific campaigns and keywords, and track keywords to conversion events. The goal is to optimize bids for the keywords driving the most productive calls.





PERSONALIZATION:

Call data can be combined with other martech system data to improve marketing personalization. Call analytics surface demographic data, product interest, buying stage and customer type. By pushing caller audiences into PPC, CRM or other marketing automation systems, marketers can optimize for the next right action.

PERSONA AND LOOKALIKE AUDIENCE BUILDING:

Call analytics platforms record and transcribe calls, then apply AI-based models to the results to determine the characteristics of the highest-performing callers or leads. Marketers can then build personas or lookalike audiences to use in campaign development and execution.





RETARGETING:

Call recordings and transcriptions can also be used to retarget prospects based on the content – and insights derived – from their prior calls.

SALES ENABLEMENT:

Call analytics platforms can score calls based on transcript analysis, to identify which callers merit callbacks, evaluate agent performance and learn which scripts or offers work best.



MARTECH TODAY

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If you are considering an enterprise call analytics platform, this report will help you decide whether or not you need one. MarTech Today's "Enterprise Call Analytics Platforms: A Marketer's Guide" examines the market for call analytics platforms and the considerations involved in implementation. The 48-page report, which has been downloaded more than 2,000 times, reviews the growing market for call analytics platforms, plus the latest trends, opportunities and challenges.

Also included in the report are profiles of 13 leading enterprise call analytics vendors, capabilities comparisons and recommended steps for evaluating and purchasing.

Download the free guide now!

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