



Call Tracking is a Crucial Marketing Tool for Advertising Agencies

Overview

As our culture progresses steadily towards a mobile first world, phones, and by extension, phone calls will continue to be a crucial part of any business KPI. For advertising agencies, investing in call tracking services, as a strategic marketing tool, will be mandatory to make smarter decisions for all integrated digital marketing efforts, and help their clients become profitable.

Dawn of a new age

The world of digital marketing is steeped in an evidence-based culture. This reality is most evident in the relationship marketing professionals - especially those in the advertising agency arena - have with their clients. With the steady shrinkage of advertising budgets and never-ending competition for other marketing resources amongst Brand Managers, gone are the days when the response to pivotal “*why*”, “*who*”, “*what*”, “*where*”, “*when*” and “*how*” questions are simplistic and without sophistication.

Advertising professionals have had to adopt a gladiator-type precision in how they report the overall effectiveness of integrated marketing campaigns. For this reason, they have resorted to an assortment of tools (platforms, softwares and interfaces) that offer both quantitative and qualitative insights into the interactions between brands and their consumers at all touch-points. That said, one marketing effectiveness tool that doesn't seem to have overall buy-in is call tracking.

Variety is the spice of digital marketing

A quick refresher: call tracking is a solution that enables marketers to have a clear understanding of their digital marketing campaigns. The way it works is easy; a tracking “appliance” is installed into your website (or other web property), once embedded, you’re able to connect the dots and follow the sequence and origin of your inbound calls. Call tracking services come in different forms and options; they include:

- **Call extensions** - they allow brands/marketers include their company phone number to digital ads. This vital information can contribute towards getting more people clicking/calling your organisation (leading to an impressive click through rate), higher consumer engagement with the ad, and conversion tracking opportunities.
- **Call forwarding numbers** - with these, one is able to get an accurate picture of calls received via call extensions with information such as call duration, start and end time and area-code.
- **Call-only adverts** - while they work like call extensions, call-only adverts serve one particular purpose: they are ads that are designed specifically to be shown on mobile phones (or other portable devices that enable calls). Advertisers are then charged for every click that leads to a business phone call.
- **Unique phone number(s)** - a unique phone number offers marketers and ad agencies a cost efficient tactic for their digital campaigns from an attribution standpoint. For instance, say you were running a couple of PPC ads for a client, unique phone numbers will help your Digital Analyst or Media team in comprehending which particular marketing effort (or campaign) is responsible for driving calls.

Lack of business support for call tracking solutions

For a tool relatively simple and straightforward, one would expect every business (at all levels) to double down on call tracking, right? Well, this is not the case. The truth is, there isn’t a general consensus about call tracking as a viable and an important element of digital marketing campaigns.

According to a recent May 2017 eMarketer report, only 10 percent of U.S. SMBs (small and mid-size businesses) use call tracking as a method to measure the effectiveness of their marketing efforts. This statistic is especially concerning if you examine the other figures below:

- “Ask customers where or how they found out about us” **(56 percent)**
- “Try to determine where every lead came from” **(32 percent)**
- “Carefully monitor website analytics” **(23 percent)**
- “Use promotion codes and coupons” **(15 percent)**
- “We don’t try to monitor where our business is coming from” **(17 percent)**

The translation: advertising agencies haven’t held their end of the bargain in educating and equipping their clients with the best-in-class tools and methods for tracking and gauging campaign effectiveness.

Three indisputable reasons agencies should use call tracking

To make a compelling case for why advertising companies should invest in and get client buy in on call tracking solutions, here are some noteworthy benefits to consider:

1. Consumers are buying and relying more on their mobile phones

If [69 percent of digital media time is spent on mobile](#), [the number of unique global mobile phone](#)

[users is at 3.65 billion](#), and the projected growth of calls from mobile devices is estimated to reach [74 percent by 2019](#), it is safe to say that the way to a customer's mind (and wallet) is via a mobile phone.

Another eMarketer February 2017 survey estimates that “[more than eight in 10 internet users will use a mobile phone to access the web regularly](#)”, which explains the [total mobile media ad spend of over \\$206 billion this year](#), and also, why [75 percent of calls to businesses come from smartphones](#).

With these staggering numbers and overwhelming data points, the pervasiveness of mobile phones is undeniable. It is imperative for ad agencies to ensure that they have a top-notch call tracking solution put in place for their clients. This way, they're helping them take advantage of this unrelenting consumer trend, and simultaneously, track and optimize mobile calls as a way to drive more sales and grow their business.

2. Get paid digital advertising campaigns to yield a higher ROI

Advertising professionals are projected to continue to invest heavily in digital campaigns. This is especially true since [the forecast for digital spend](#) is expected to skyrocket from \$83 billion in 2017 to a whopping \$129.23 billion in 2021. These are jaw dropping numbers!

The logical expectation for clients (who will be spending this boatload of money) is to generate more profit from their initial investment; call tracking helps advertising agencies address this assumption. Reason being that, if there is no way to monitor the calls being prompted by a particular paid digital ad, advertisers have no estimate of how much revenue such ads are generating.

Essentially, this information is what is needed to fuel optimization and conversion strategies, which ultimately aids with increasing the return-on-investment of any digital campaign.

3. You'll help your clients get more quality leads

One fundamental goal your client (or any business for that matter) has is to get more people, to purchase more goods (and services), at a higher price, over a longer period of time. As such, advertising agencies worth their salt must invest in call tracking services as a creative and expedient way to tackle this business truth.

Ultimately, call tracking solutions help with identifying who the quality leads are and where they come from, so advertising agencies know exactly where to spend more time and money to cultivate these top-notch suspects.

Telmetrics is here to help

At Telmetrics, [we offer a wide range of call tracking solutions](#) that helps advertising agencies (and other digital marketing companies) looking to connect their client campaigns to enviable results. We're able to work with you to figure out your key marketing objectives and make customized recommendations that contribute towards exceeding your client's expectations. Our goal is to set your company up for success and strengthen your client-agency relationship.

[Get in touch and book a demo!](#)