

Infographic: Solve Top Data Challenges & Prove ROI with Call Tracking

OVERVIEW

Most marketers get a lot of data, but many aren't getting the right data to perform their most essential job functions. In our report, *The State of Data-Driven Marketing*, we discovered that many marketing teams' top challenge is getting the right attribution data to consistently report on ROI. [CallTrackingMetrics](#) was built with marketers in mind to solve data and attribution problems so teams thrive, and can consistently prove ROI and drive revenue. Read on and find out how we solve marketers' top challenges every day.

PROBLEM 1

Marketers base 50% of success metrics on website activity alone. But what about all of the other channels—and more importantly what about offline activity like a call?



36% of marketing decisions — even among teams with plenty of data — are made based on instincts and assumptions

SOLUTION

Call tracking connects the dots in data gaps with insight into *all of your online and offline* engagement.

The trail never goes cold when a prospect picks up the phone and you consistently get the full picture of your marketing efforts.



PROOF

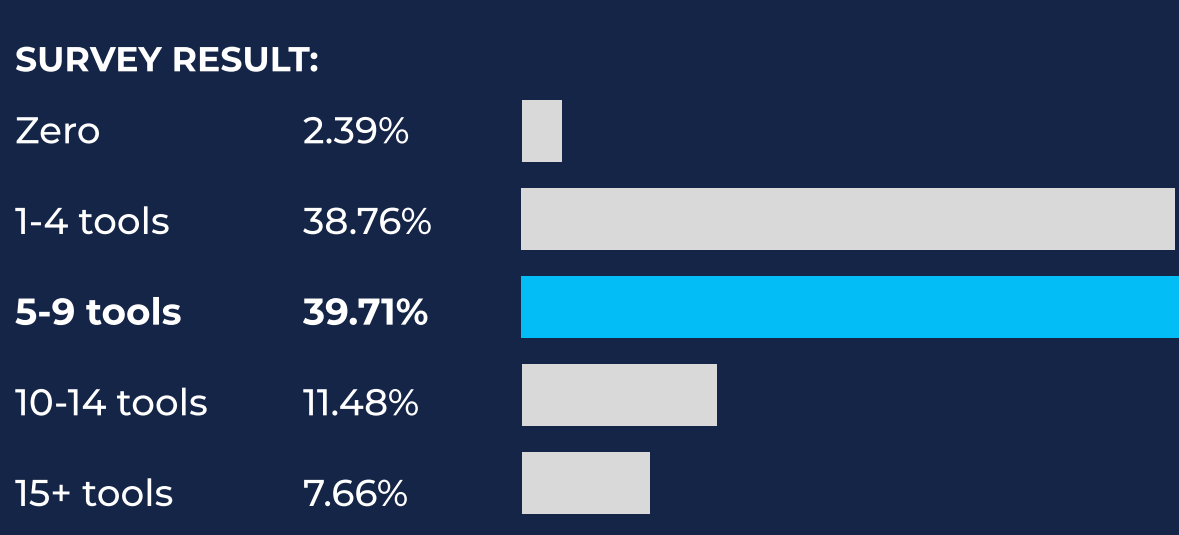
"I often tell our clients that marketing without call tracking isn't much different than gambling. If you don't know what works and what doesn't, achieving sustainable success in marketing is highly unlikely."

Black Propellor

PROBLEM 2

58% of marketers check at least five tools a week resulting in disjointed reporting metrics, wasted time, and difficulty proving ROI.

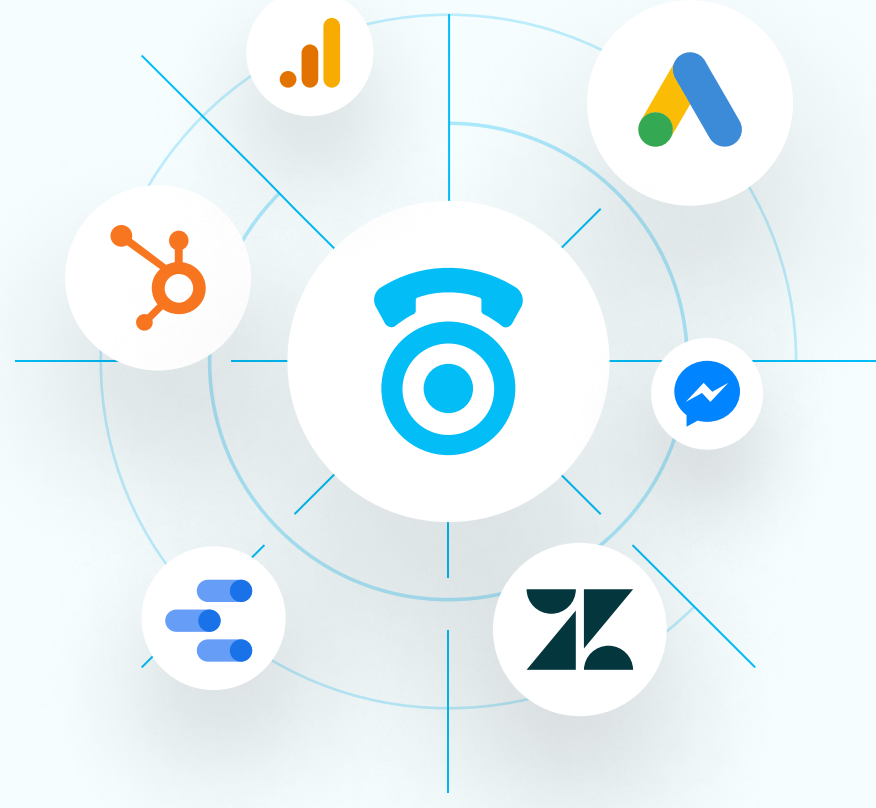
How many marketing performance tools do you check in a typical week?



SOLUTION

More than 40 no-code integrations make it easy to connect your data and tools—and manage it all in one place, on one dashboard.

Robust reporting helps you to clearly and confidently prove ROI in every meeting, for every campaign.



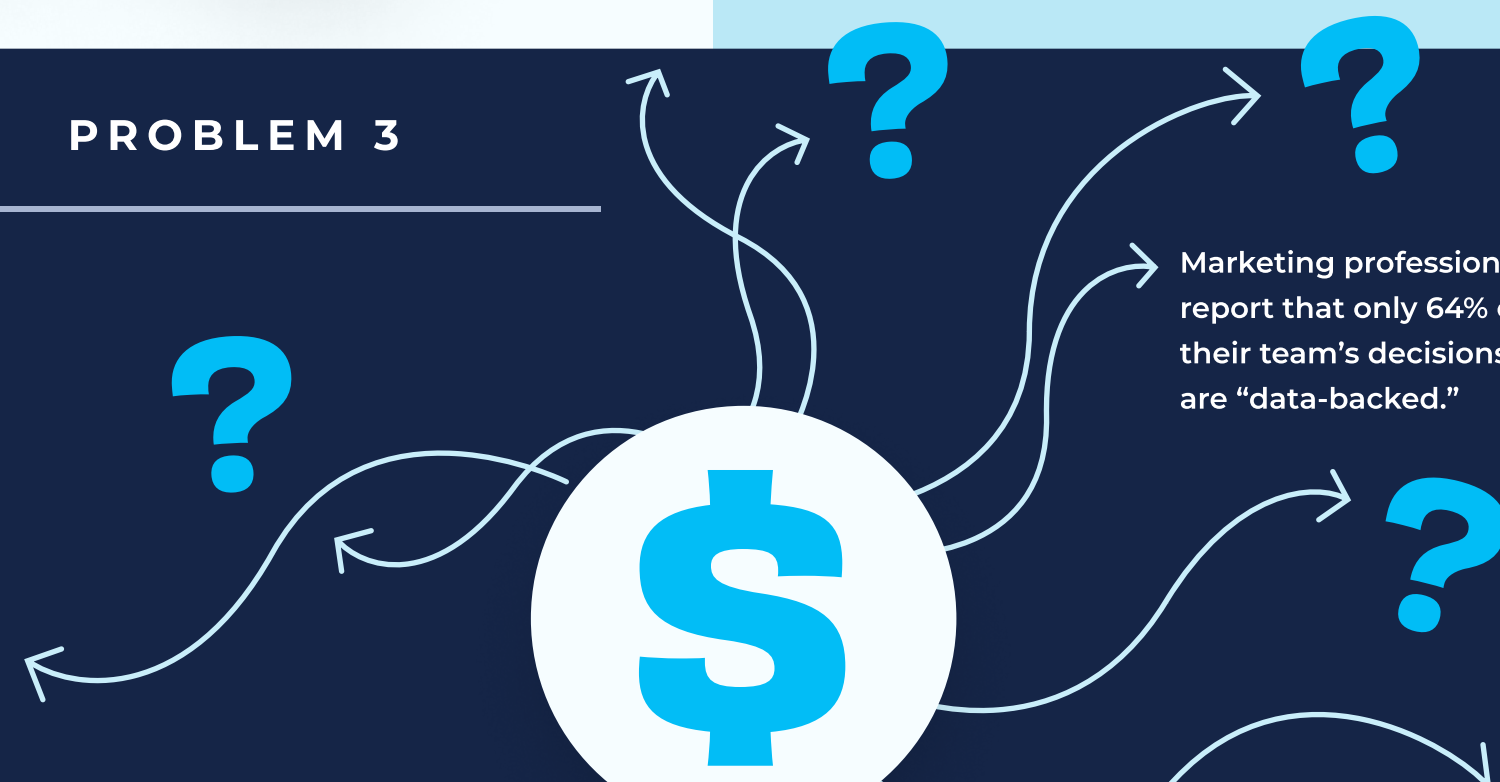
PROOF

"CTM has a strong vision for the future and what the full platform can do for your business, especially when it comes to integrating with other platforms you're using."

Crystal Cruises

PROBLEM 3

Attributing conversions to the right channels and directly tying revenue to them is a top challenge for 41% of marketers resulting in spending money on poorly performing campaigns and not optimizing the right ones.

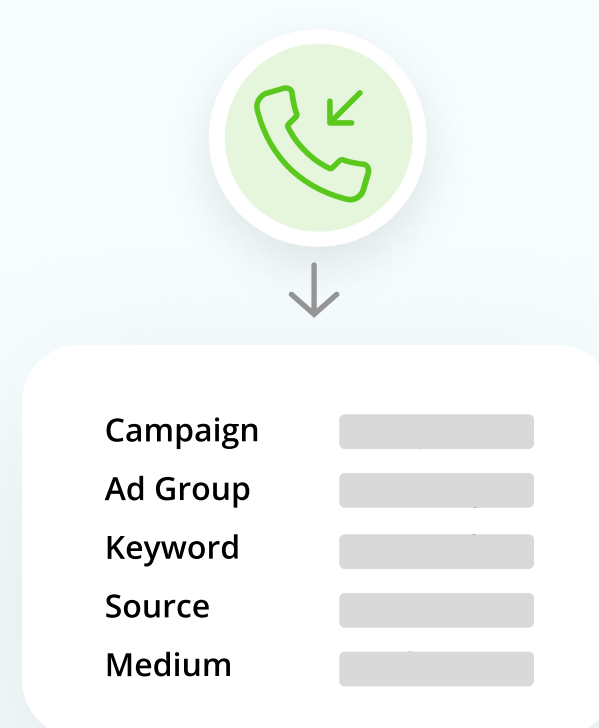


Marketing professionals report that only 64% of their team's decisions are "data-backed."

SOLUTION

Marketers don't need more data, they need the right data.

Multi-touch attribution lets you easily connect every form, call, chat, and text to the campaign that drove it and tie it directly to revenue.



PROOF

"I am now able to prove ROI on multiple marketing efforts - PPC, organic and social media all drive conversions. PLUS we can gain valuable insights into customer pains when you implement call recording."

G2 Review

PROBLEM 4

While marketers can identify conversions, nearly 50% are unable to show the actual value of these conversions leading to an inability to optimize the right campaigns to drive high-quality conversions and revenue

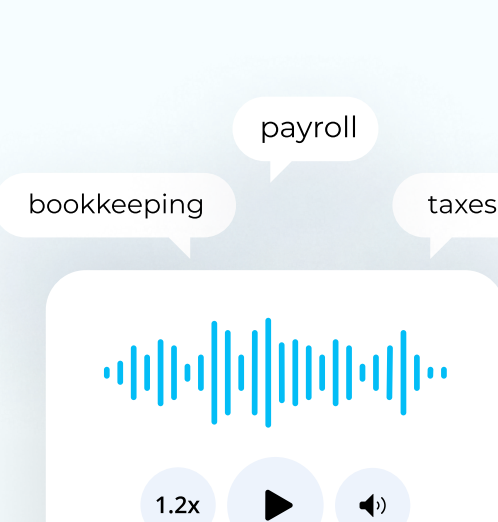


40% of respondents ranked marketing attribution and ROI as their top marketing challenge

SOLUTION

Tools like activity scoring, lead management, and keyword spotting help you to identify exactly which campaigns are driving the highest value leads and conversions.

Then you consistently know what's working best and how to maximize your efforts.



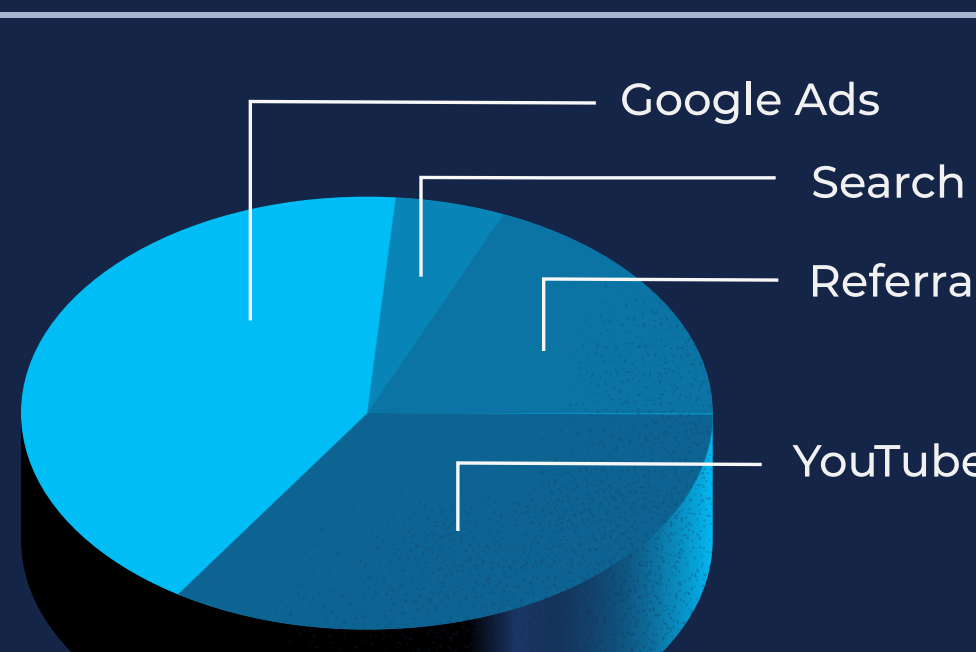
PROOF

"In the span of a month, CTM helped my client generate as many leads as they had collected over the entire previous year. Proper tracking and accurate insights dramatically increased their lead generation volume, and they were off and running."

Compound

PROBLEM 5

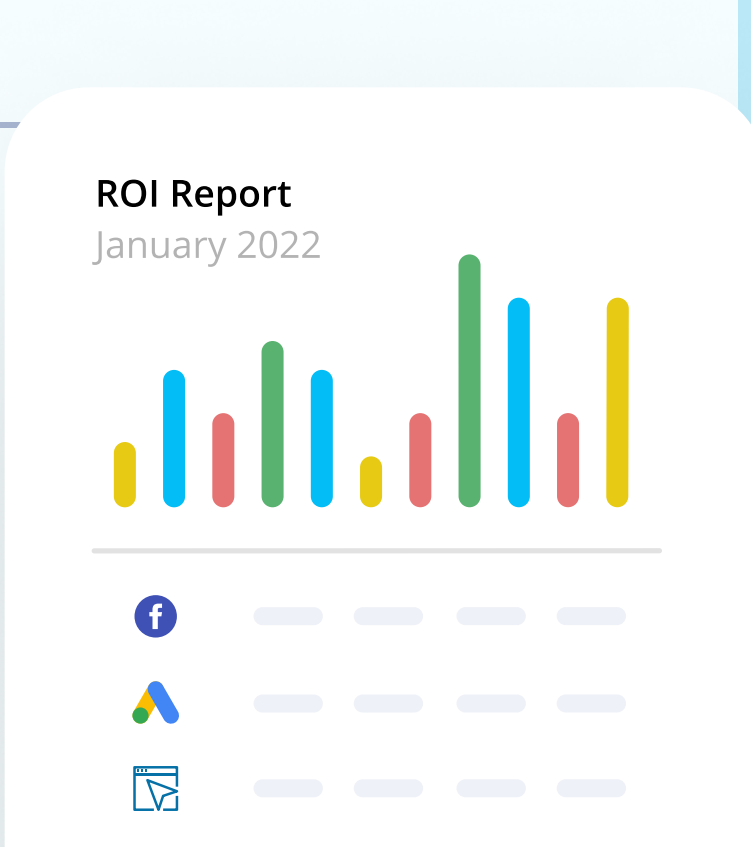
51% of marketers plan to have an increase in their budgets next year. Knowing exactly where to put campaign dollars and where to pull back is key to success and increased conversion and revenue.



SOLUTION

An increase in marketing budgets is great but only when you correctly allocate those dollars.

Call tracking delivers comprehensive insight into all of your campaigns so you know which are the most valuable and budgets can be spent wisely to maximize ROI and team efficiency.



PROOF

"We have saved a significant amount of marketing dollars on campaigns that were not working."

Phoenix Rising Behavioral Health