The Evolution of a Great Marketer:

From Proving ROI to Boosting it 20% with Integrated Attribution

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If you're working on an outdated attribution strategy (think, first-click, last-click), you're missing out on ROI.

With tight budgets and big goals, you should be moving beyond just proving ROI - **you should be boosting it**. You can grow your ROI by 20% or more by adopting an integrated attribution strategy.

With an integrated attribution approach, every team involved in your company's sales funnel and customer journey will be able to see, at a glance, the steps needed to:

1. Convert a lead into a customer
2. Tailor messages to that customer's goal and journey to upsell
3. Nurture that customer's brand loyalty and value to your company

An integrated attribution approach means you won't leave anything on the table - you will be able to prove, boost, and report ROI from both online and offline channels at any time.

Here's how you do it.

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Measure Your Digital Impact

It all starts with your online ads

☐ **Use Google as the building block**

— Google Ads and Analytics (GA4) are where you'll start to get in front of your audience and measure the impact of your strategy. This is the first step to integrated attribution.

— Connect your Google Ads to any other advertising platform or CRM you're using (we'll get tips on choosing those later on).

— Once your ads and analytics are working together, you'll be able to see which ads are bringing in leads, and which are duds. *For a top ROI strategy, you'll want to optimize these ads regularly based on their performance.*

— The best part about GA4 is that you can customize how you report and mark conversions, so make sure you **know which conversions matter** to you, your boss, and your sales teams.

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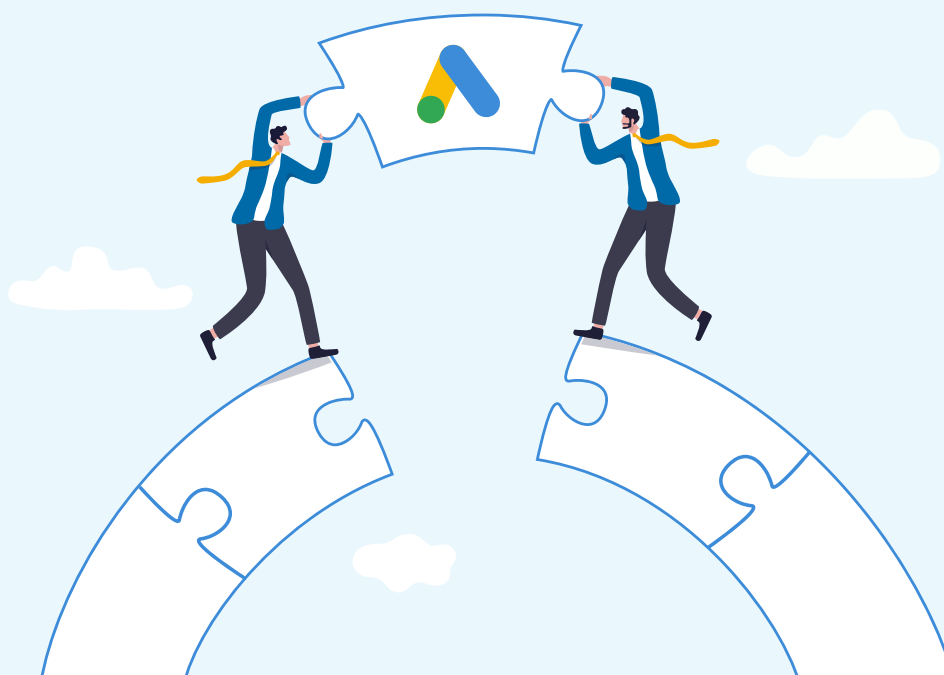
☐ Decide on your budget

— What you're looking for is a budget that captures short and long-term goals. The sweet spot: a channel mix you can test across both brand building and demand generation.

— *Note:* Google Ads budgets can range from $1,500 per month for a small business to **over $250,000 for an enterprise business** to maintain a growth trajectory.

— **You can spend as much or as little as fits your budget.** If your targeting and messaging are strong, you'll see ROI. If it's fumbling, it's time to adjust.

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☐ Choose your channel

— **LinkedIn** has 134.5 million active users worldwide and is a great place for targeted B2B ads and lead mining through engaged segments.

— **YouTube** is the 2nd largest search engine globally, with 2.5 billion users worldwide. Great for ads and lead generation through video content.

— **Meta** boasts billions of global users and is effective at every level of your sales funnel with its range of apps, including Facebook and Instagram.

— **Reddit**'s 1 billion active users are famously engaged online - and they have an ads platform

— **CTV ads** are a gold standard, especially now that you aren't limited to linear TV ads, but can use precise targeting on popular streaming services and smart TVs.

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Find the Right Customer Relationship Management (CRM) Tool

Enrich your customer journey at every step

☐ What to look for in a CRM

— Once you've got a lead in the door, a CRM tool helps your teams nurture that lead through the funnel.

— A good CRM will track every interaction with your brand - think calls, texts, chats, forms, purchases, etc. - to create a customer profile all your teams can use.

— By creating robust customer profiles based on a lead's interactions with your brand, your team can create messages and offers tailored to that lead's journey.

— You'll want to find a CRM that includes or can be integrated with an email marketing tool (Mailchimp is a popular one).

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☐ Use your data for better retention

— This is the kind of rich information your teams can use to target their messaging, upsell, and address any customer complaints.

— As a rule of thumb, more personalization = higher retention.

— And, according to the **Harvard Business Review**, **even just a 5% retention increase can boost profits by over 25%**!

☐ Find the right CRM for you

Salesforce Is the #1 CRM software globally, good for complex setups (and, well, everything)

HubSpot is a marketer favorite, often adopted as a Salesforce alternative by SMBs

Zoho is for you small, boot-strapped teams in need of a free CRM option to start out

Add Call Tracking & Attribution Software

A whole new world of offline attribution (and ROI)

☐ **Missing ROI? Try a call log.**

— Even if you use Google Ads and Analytics, if you're not feeding those events into a call tracking and attribution platform you're likely missing a key part of marketing ROI - **offline conversions**.

— Offline conversions, like phone calls, are still a massive part of most companies' interactions. For example, **56% of business owners said the most popular way for their customers to contact them was by telephone**, *with call volumes increasing across all industry sectors.*

— A truly streamlined tech stack will be consolidated through **attribution software** - but you need to find one with **call tracking to capture those offline conversions**.

56%

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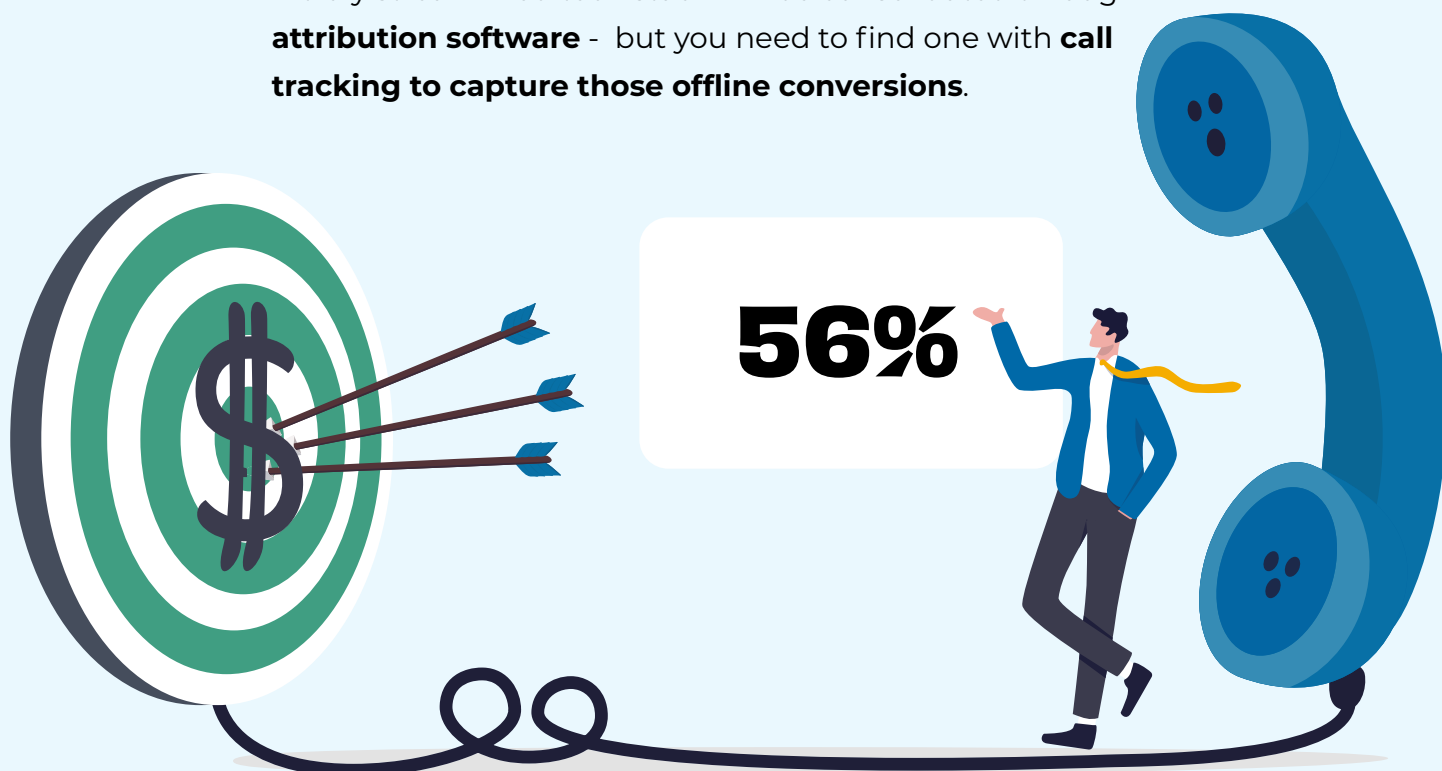
Measure every touchpoint

— You've probably heard of first-touch, last-touch, and W-shaped attribution - but even those attribution models are becoming outdated.

— Even a warm inbound lead now requires **5-12 touchpoints to hit a sale**.

— If you can track all of those, you'll have a clearer picture of the route a customer takes through your marketing and sales materials before they convert.

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Must-have call tracking & attribution software features

— The right call tracking and attribution software will let you add a phone number to your ads.

— You can get a memorable vanity number, or have a number dynamically swap on your website based on what ad the user clicked to get to your site.

— You can import your call tracking data into your CRM to complete the customer profile and integrate it with Google to optimize your highest-value conversions.

— If your software doesn't have a robust Google Ads and GA4 integration, along with your CRM of choice, it's likely not the right software for your business.

— **With a call tracking solution, you can tag and score calls to know which are ripe for follow up and which you can de-prioritize, or even ignore.**
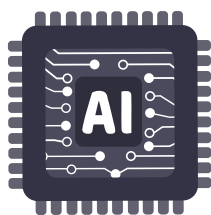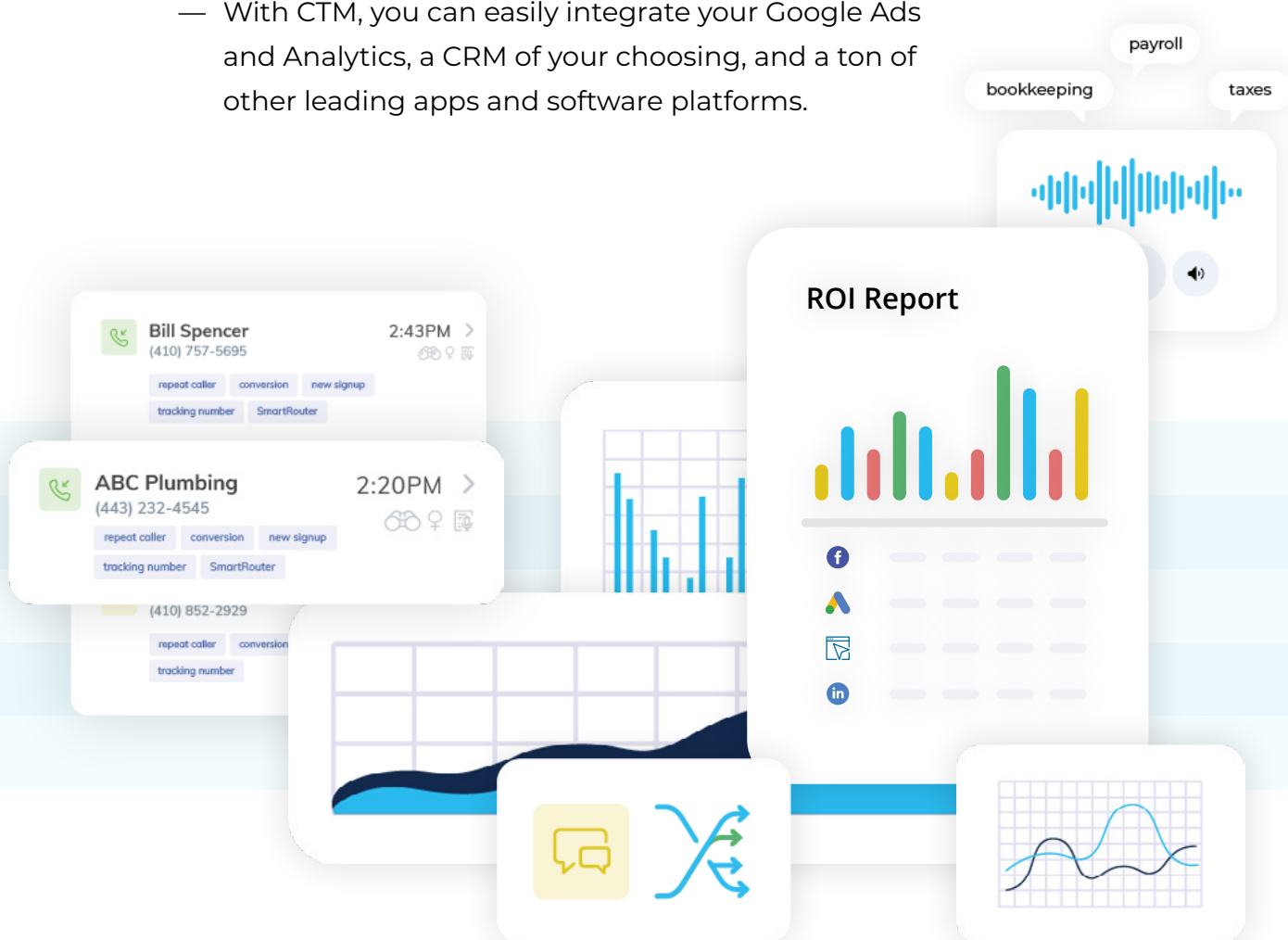
The best call tracking and attribution software will offer **AI features for better context, improved team workflows**, and **richer conversational insights**...but we'll cover that soon.

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Find a call tracking software that works for you

— **CallTrackingMetrics (CTM)** is a leader in call tracking and marketing attribution software.

— Businesses can choose from 4 affordable, feature-based plans based on their goals.

— CTM's hyper-customizable solution is ideal for any size business, from small agencies and startups to large contact centers or enterprise ventures.

— CTM was the first call tracking and attribution software to go all-in on GA4.

— With CTM, you can easily integrate your Google Ads and Analytics, a CRM of your choosing, and a ton of other leading apps and software platforms.

payroll

bookkeeping

taxes

ROI Report

Bill Spencer 2:43PM
(410) 757-5695
repeat caller   conversion   new signup
tracking number   SmartRouter

ABC Plumbing 2:20PM
(443) 232-4545
repeat caller   conversion   new signup
tracking number   SmartRouter

(410) 852-2929
repeat caller   conversion
tracking number

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Enhance Your Tech Stack with AI

AI to boost your strategy, add context, and streamline workflows

☐ ## Optimize in real time

— Now that you're working with Google, a CRM, and call tracking it's time to optimize, optimize, optimize.

— According to **Nielsen**, you can boost your revenue by 16% by optimizing campaigns as they run.

— You can use AI tools to automate and improve parts of your customer journey, free up employees to focus on more complex tasks, and streamline data collection with conversation intelligence tools.
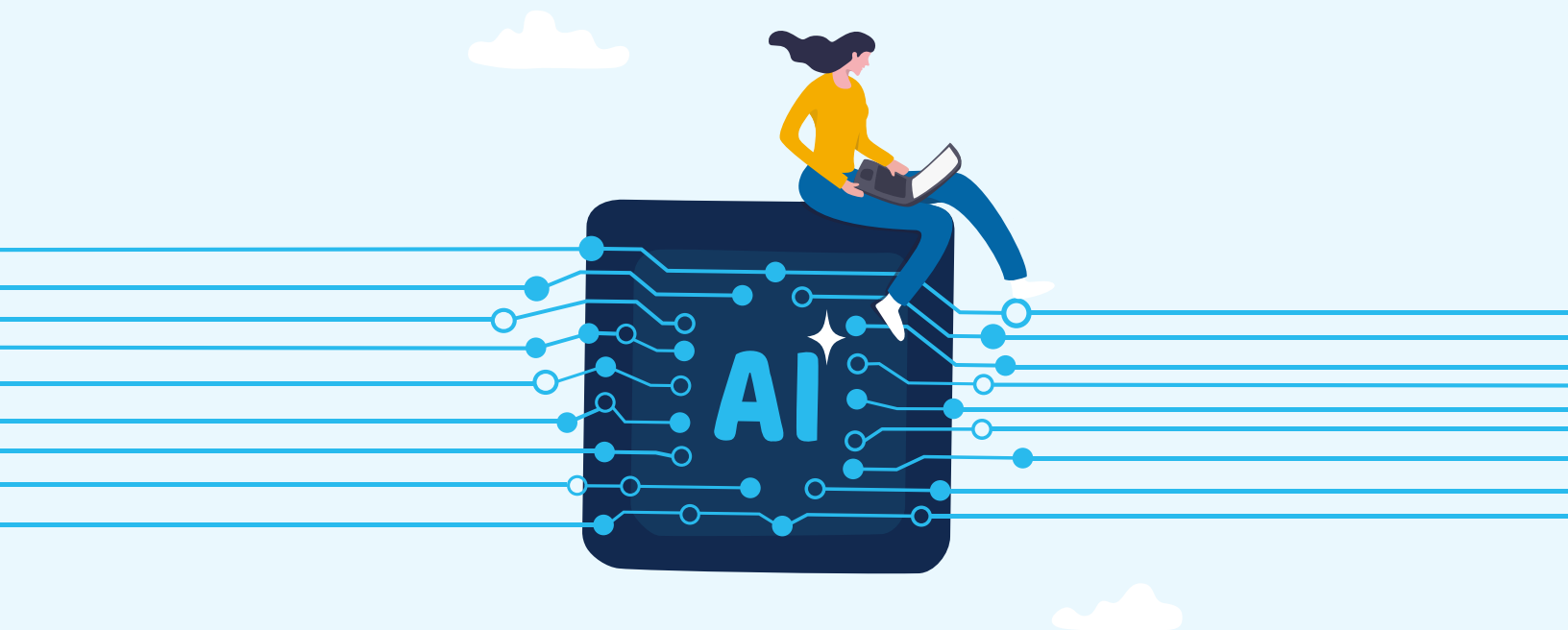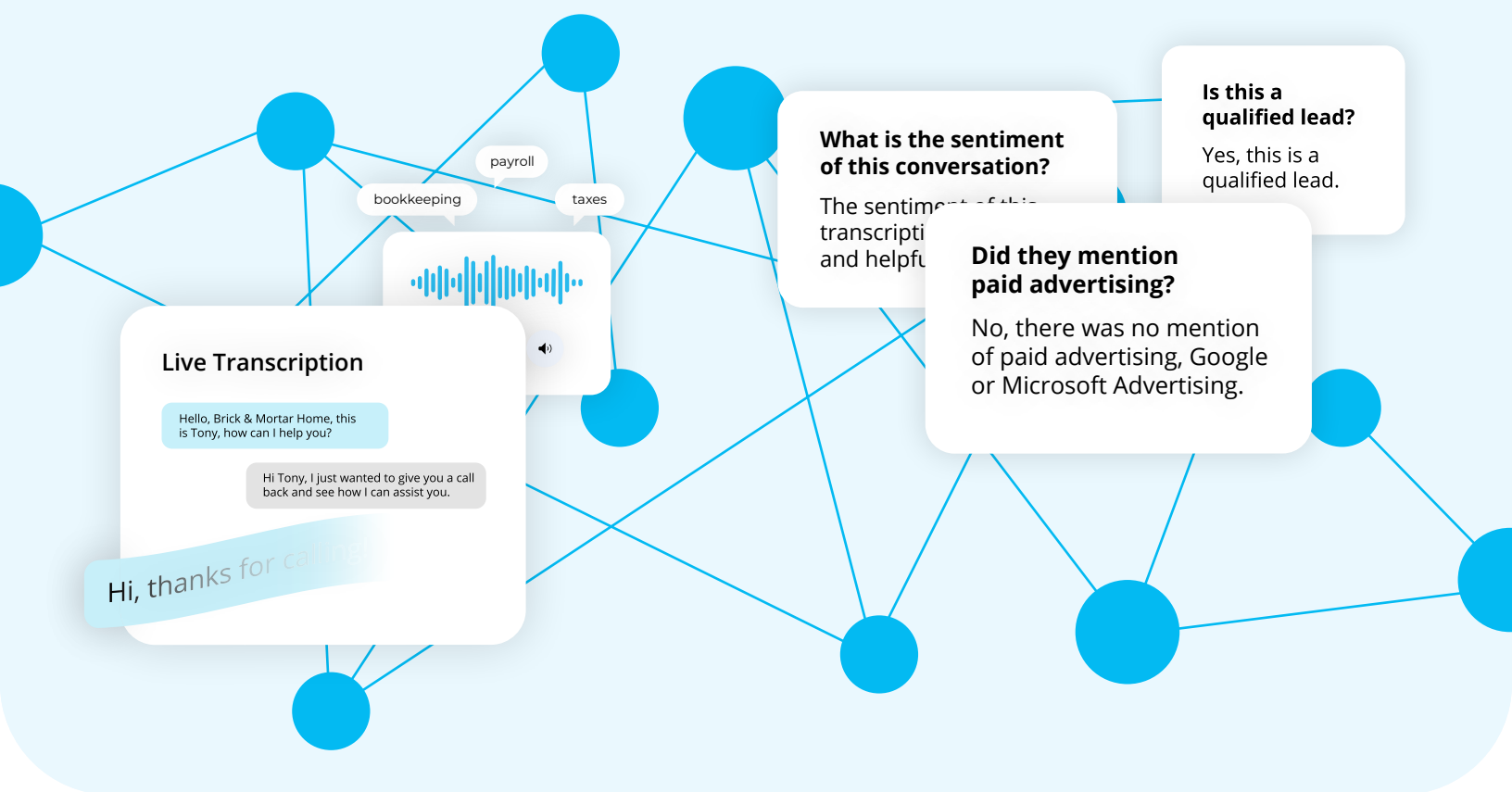
AI features features for your tech stack

— The right call tracking and attribution tool will offer AI-powered features to help your team streamline their workflows and the customer journey.

— Conversation intelligence tools are helpful here - they can use AI to record transcripts of phone conversations, summarize customer interactions, provide key takeaways, and create action items and to-do lists based on what happened in the conversation.

— You can also use these tools to answer questions about customer conversations or demos, like *"What products or services were mentioned in this call?", "Did this call result in a final sale?", or "What problem was the caller trying to solve?"*

— AI-powered virtual assistants and chatbots are another popular option to help teams handle routine calls and questions, call overflow, and after-hours callers.

— **All of these AI features should be available in your tech stack**, either included or as an add-on.

— For an up-to-date integrated attribution strategy, incorporating AI into your workflows and customer service is a no-brainer.

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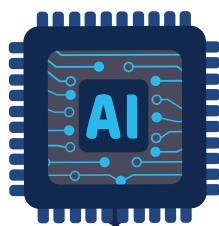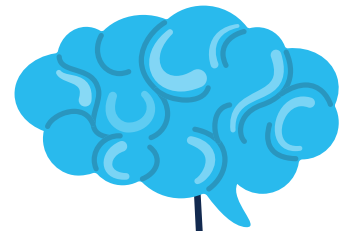
AI tools to consider

— *AI-powered call transcriptions and conversation intelligence tools* capable of summarizing and analyzing call recordings and transcripts; answering questions about conversations; automating follow-ups; and creating action items for team members.

— *Voice-activated virtual assistants* for after-hours, call overflow, and routine queries.

— *Chatbots* that have been trained on your company's mission, content, and brand tone.

— CallTrackingMetrics offers a suite of AI solutions that accomplish all of the above to enhance your tech stack, elevate your customer satisfaction, and measurably boost ROI. It's called a win-win situation.

payroll

bookkeeping

taxes

What is the sentiment of this conversation?

The sentiment of this transcripti... and helpfu...

Is this a qualified lead?

Yes, this is a qualified lead.

Did they mention paid advertising?

No, there was no mention of paid advertising, Google or Microsoft Advertising.

Live Transcription

Hello, Brick & Mortar Home, this is Tony, how can I help you?

Hi Tony, I just wanted to give you a call back and see how I can assist you.

Hi, thanks for call...

CallTrackingMetrics

Don't miss out on ROI.

If you're not 100% certain which ads you're tracking, how they're performing, or how you manage client profiles, you're missing out on ROI.

WE COVERED FOUR STEPS TO EVOLVE FROM A MARKETER WHO'S PROVING ROI TO BOOSTING ROI:

- ☑ Measuring your digital impact
- ☑ Finding the right CRM
- ☑ Adding call tracking & attribution software
- ☑ Enhancing your tech stack with AI

AND, BY BUILDING A TECH STACK THAT CAN:

1. Track the right metrics
2. Measure both online and offline impact
3. Leverage AI for regular optimization

You'll be able to make data-backed decisions every day to achieve your goals.

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Learn more about how CallTrackingMetrics can help you stop guessing and start using real data with an integrated attribution strategy. Request a custom product demo today!

Book a Demo

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E: **sales@calltrackingmetrics.com**