



## Track Your Cost Per Call by Source and Lower Your Costs

### KEY BENEFITS

- Get a higher return out of every advertising dollar you spend by tracking actual results.
- Improve conversion rates by listening to how your sales reps really sound on the phone.
- Instant email alerts with caller info when a call is missed due to hang-up, busy signal or no answer.
- Reports on call geography, time of day, call duration and more.
- No hardware or software to buy.

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## How it Works

- 1 Unique toll-free or local numbers are provided for placement in all advertising and marketing materials.
- 2 All numbers ring through to your receptionist or call center. We track the call source and provide an audio recording of the inbound calls.
- 3 Customized call data reports are delivered in real-time or anytime. Know your cost per call by source to improve your advertising ROI.
- 4 Simply log in to the Call Tracking website and access your information anytime.

