
A Guide to:

CALL TRACKING

Market your business affordably and effectively.





CallFire is a cloud-based communications solution designed to save your business time and money. With CallFire's powerful voice and text messaging services, you can reach your customers instantly!

WANT TO TRACK YOUR INCOMING CALLS TO SEE WHICH ADS ARE PERFORMING BEST?

Call Tracking allows you to purchase local and toll-free numbers and track their effectiveness.

This guide will introduce you to the CallFire Call Tracking product, explain some of its important features, and give you an idea of how to make the most of this product.

Clients have also bundled Call Tracking with other CallFire products:

Interactive Voice Response (IVR) to route inbound calls to the correct person.

Voice Broadcast to deliver personalized voice messages by phone.

Cloud Call Center to power dial through your list and reach contacts in seconds.

Text Broadcast to reach your customers right in their pocket.

With CallFire, you'll reach more people in a shorter amount of time.

Getting Started with

CALL TRACKING

Call Tracking is a marketing game changer. By assigning local or toll-free phone numbers to your advertising campaigns, it's easy to see which ads are working and which aren't. You'll make smarter decisions and market your business affordably and effectively.



WHAT IS CALL TRACKING?

CallFire's Call Tracking utilizes a database of virtual numbers to create a local presence or maintain a global one. Purchase 10-digit numbers, place each unique phone number in a different location, channel, or medium, and compare the resulting call traffic. Our robust analytics provide detailed performance reports that can be linked to Google Analytics. From there you can determine which advertising methods are most effective.

GETTING CREATIVE WITH CALL TRACKING



Improve Customer Service

With Call Tracking's recording feature, you can record all of your incoming calls and determine which customer service techniques are most effective. Make smarter decisions based on results and get a better understanding of what works for you.

"Smart" Features

- ✔ Enable the "whisper" feature to notify agents of a call's origin.
- ✔ Set a schedule to forward incoming calls to voicemail outside of standard operating hours.
- ✔ Export phone number tracking reports and review them for insights on marketing strategy.

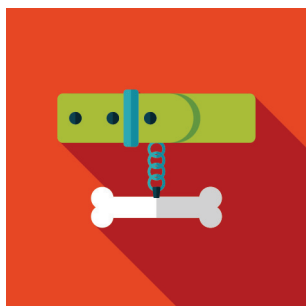


Maintain a Strong Presence

- ✔ Local Call Tracking numbers are textable. Have a 1-to-1 conversation via SMS with your 10-digit Call Tracking number.
- ✔ Use your Call Tracking number to avoid having to place a personal number on a website or other marketing materials.

For Example:

PET COMPANY REVAMPS BY USING CALL TRACKING



CallFire provided new owner with tools to improve customer service and return on investment.

In our fiercely competitive world, it's important to stay ahead of the game.

This proved true for Joel McGlamry, who took over The PawPlex in Suwanee, Georgia, north of Atlanta. McGlamry implemented CallFire's Call Tracking solution to measure the effectiveness of his ad campaigns and website.

Using six unique numbers, McGlamry assigned one each to his website, email blasts, brochures and mailers. When a number is called, McGlamry can see which type of advertising resulted in the lead.

So far, he's determined that his website generates most of the calls -- roughly a couple thousand a year -- and he can see that calls spike when mailers are sent out.

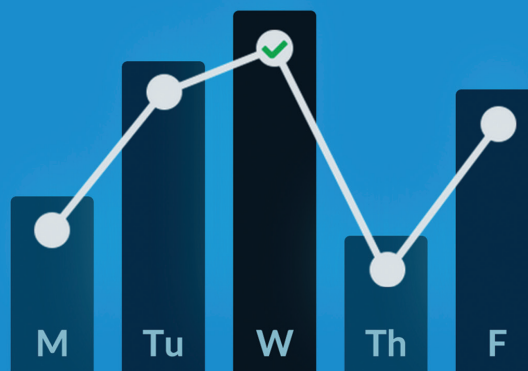
McGlamry has now used CallFire for more than a year, and enjoys the simplicity of the platform and the affordability of integrating the Call Tracking tool into his business.

To read the full case study, visit: www.callfire.com/case-studies.

Not sure how Call Tracking works?


TRY IT OUT FOR FREE NOW!

- 1 Text "TRYTRACK" to 67076
- 2 Instantly receive more information!
- 3 Sound good? Sign up for free at www.callfire.com/products/call-tracking



CONTACT US TODAY!

In this guide, we've explored some of the great features and uses of Call Tracking. This guide is by no means exhaustive, so please contact us to discuss how CallFire can work best for you.



LET'S CHAT

We'd love to talk to you. Connect with CallFire on:

WEB

www.callfire.com

CALL

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TEXT

SMS to 67076

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JOIN THE CONVERSATION

