

# What Makes Call Tracking a Must-Have for Marketers

Invoca surveyed marketers who use call tracking and analytics software and asked how they use it, how much budget they are investing, the business impact, and what the future holds.

## How phone calls impact the bottom line

Is it important for your customers to easily connect with your company during the buying process?

99% yes

Do you run paid media programs specifically to drive inbound phone calls?

80% yes

How big of an impact do inbound phone sales have on your bottom line?

93%  
Big to medium impact

## Why marketers love call tracking and analytics

The customer's experience going through our call center is better than the online experience.

80% agree

What are the biggest benefits of using call tracking software?

To get insight into what channels are driving calls

57%

To analyze actual conversations and understand the outcomes of calls

55%

To personalize the customer's experience on the phone

52%

To get insight into which campaigns are driving calls

54%

To drive more ROI from phone calls

49%

To bridge offline and online interactions

48%

## Future marketing investment in call tracking and analytics

What's your business's approximate financial investment in call tracking software?

\$499-\$4,999

21%

\$5,000-\$24,999

8%

\$25,000-\$74,999

25%

\$75,000+

46%

How will your investment in call tracking and analytics software change over the next two years?

It will grow 78%

To get more insights, download the full State of First-Party Data Report