

DIALOGTECH

Agency Marketing in a Mobile World:

PROVE AND IMPROVE ROI
WITH CALL ATTRIBUTION
AND AUTOMATION

WHITE PAPER



INTRODUCTION

Mobile's impact on the marketing landscape has been incredible. Smartphones have completely transformed how people interact with marketing, shop for products, and engage with businesses. As the world has gone mobile, smartphones have conditioned consumers to expect instant access to information wherever they are. And when people have questions, need help, or are ready to buy, they want to engage in dialogs with businesses immediately, at that very moment, from their smartphones.

So they call.

Thanks to smartphones, calls are the new clicks. They are the natural conversion path from mobile and the single most effective vehicle for driving engagement and revenue across marketing channels. For agencies, generating high-quality calls and conversations from your campaigns – and being able to prove it to clients – is now critical. But it can be a challenge. It requires you to have the same visibility and real-time control over the calls you generate as you do clicks.

This guide helps agencies understand the impact of smartphones on your marketing and lead generation, and explains the ways you can attribute and optimize the ROI of the phone leads you produce for your clients. It includes information on:

- How smartphones have impacted every marketing channel
- Using call attribution to prove and improve marketing performance to drive more revenue-generating calls to clients
- How to control and personalize each caller's experience in real time to help clients convert more calls to sales

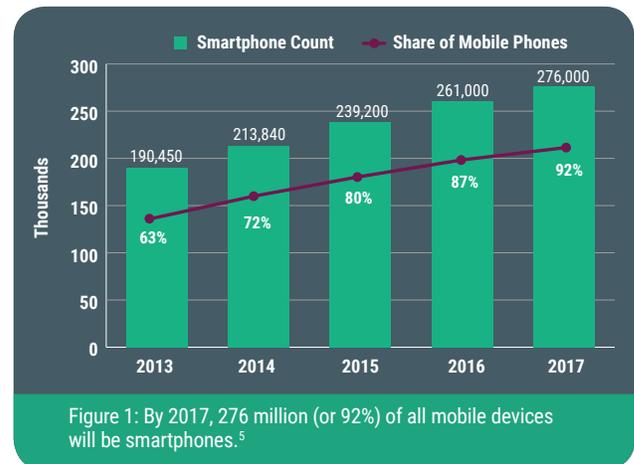
SMARTPHONES HAVE CHANGED MARKETING

Savvy agencies today understand that the term “mobile marketing” can be a misnomer. There is no such thing as mobile marketing, because all marketing is mobile. Search, social, display, programmatic, email, and e-commerce have all moved from the desktop to the smartphone. And consumers are responding to offline advertising such as TV, radio, print, and direct mail by reaching for their mobile devices.

Marketing’s shift to mobile has had a profound impact on how agencies drive conversions, engagement, and revenue for clients. Calls have become the new clicks. A smartphone is, after all, still a phone, and calls are the most natural conversion path on mobile, especially for consumers conditioned by smartphones to expect immediate access to information and assistance.

Smartphones and mobile devices impact every channel:

- **Search:** 62% of all search traffic comes from mobile devices.¹
- **Email:** 65% of all email in the U.S. gets opened on a mobile device.³
- **Programmatic:** Mobile makes up 56% of all programmatic digital display ad spending.¹
- **Social:** 55% of social media is consumed on mobile devices (70% for Twitter).⁴
- **Display Ads:** U.S. adults spend 34 hours a month browsing the Internet on mobile devices vs. 27 hours on PCs.⁵
- **E-Commerce:** 87% of smartphone and tablet owners use their device to shop.⁵
- **TV:** 84% use their mobile devices while watching TV.⁵
- **Print, Radio, Billboards:** 91% have their mobile devices within arm’s reach 24/7.⁵



Challenges in Proving Programmatic ROI

Agencies recognize that programmatic helps them automate buying and use data to target digital campaigns for their clients. And with transparent reporting, agencies are able to easily prove ROI and optimize campaigns.

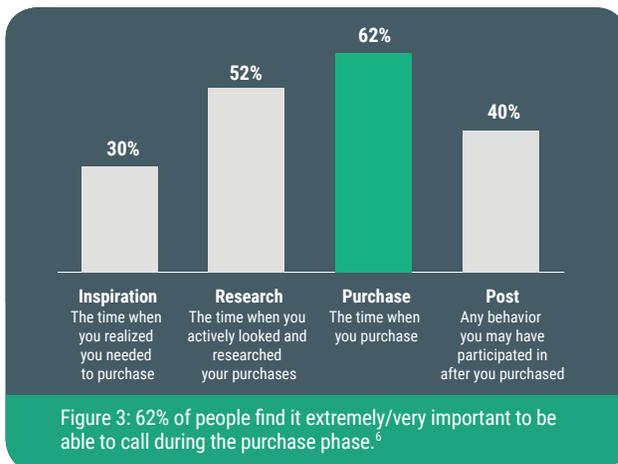
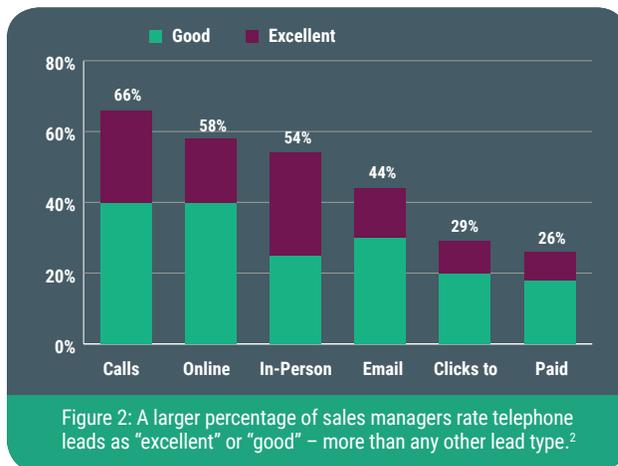
But what happens as mobile begins to account for more programmatic spending? And smartphone users convert from programmatic ads by calling? Mobile is going to make up 69% of all programmatic digital ad spending by next year.¹ Agencies need to be able to prove the full ROI of their programmatic advertising: including inbound calls.

Call attribution solves this challenge for agencies. It gives you the power to track the calls you drive from programmatic advertising for your clients, the same way you would for any other web lead.

Why Phone Leads Matter

Not all leads are created equal. 66% of sales managers consider phone leads to be excellent leads, above any other type (see Figure 2). Just ask any sales manager which types of leads are most successful at driving revenue. They know callers are ready to convert: 62% of people say it's most important to be able to call a business at the time of purchase (see Figure 3).

In fact, studies show inbound calls convert to revenue 10 to 15 times more frequently than web leads.⁷ It's why marketers are spending \$68 billion annually to drive phone leads: calls mean revenue.²



Customers Are Calling: A Mobile Search Breakdown

BIA/Kelsey reports that in 2013 alone there were 30 billion inbound calls from mobile search, and that number is expected to reach 75 billion by 2018.² But why so many more calls?

When people search on their smartphones they often prefer to call a business rather than fill out a web form, which is not as easy to complete on a smartphone's smaller screen. To make it easier for them, marketers are including clickable phone numbers (mobile click-to-call links) on their mobile sites and in their mobile marketing.

Phone numbers in mobile search are valuable. According to Google:

- 70% of people call directly from search results.
- 61% feel it's important that businesses give them a phone number to call.
- 72% of click-to-calls on a mobile search ad last longer than 30 seconds.
- 33% would be less likely to refer a brand to others or use the brand themselves if it didn't offer an option to call.
- Adding a phone number to mobile search ads results in an average click-through rate increase of 8%.

THE TWO-FOLD STRUGGLE FOR AGENCIES

Because phone calls are highly sought after by clients – and convert to revenue more frequently than web leads – they are the leads agencies most need to measure and control. Which brings us to the two-fold struggle for agencies.

First, it's critical for agencies to show clients their full value. That means being able to attribute every single lead you generate back to your marketing efforts. While it's easy to track web leads, what about phone leads? Can you get credit for every inbound call you generate for your clients? Can you show them precisely how your marketing drives phone leads? Without this information, agencies are unable to optimize marketing ROI and generate more of the phone leads their clients value most.

Second, agencies lack control over the call experience. Marketers are spending \$68 billion annually to generate inbound calls, but then are forced to cross their fingers and hope calls get qualified, routed, and managed efficiently.² Without the right tools, agencies are unable to proactively filter out bad calls, automate how calls are routed, and prove the quality of conversations.

Call Analytics and Automation Is the Answer

Agencies use call analytics and automation technology to optimize ROI, leads, and revenue from every channel for their clients.

Prove and Improve Marketing ROI

Call attribution helps you prove and improve how your marketing drives calls and sales to your clients from every channel – digital, mobile, and offline – by tracking conversion metrics back to the sources driving calls to your clients. Then you can use the data to pinpoint which activities are working, and which are in need of some improvements.

Control and Personalize the Call Experience

With call automation technology you have real-time control and personalization of the caller experience to help your clients convert more callers to revenue. Automatically qualify inbound callers, route them based on contextual rules, and determine call quality to drive more revenue-generating leads to your clients.

CALL ATTRIBUTION AND ANALYTICS:
TO PROVE AND IMPROVE MARKETING ROI



PROVE YOUR MARKETING DRIVES CALLS TO CLIENTS

Many agencies fight to prove to clients that their inbound calls are in fact a direct result of the agency's marketing efforts. How can you tell which marketing sources are generating the most calls or – better yet – revenue? The most successful agencies are the ones that attribute inbound phone leads back to the source and prove it was their marketing that drove the call.

What Is Call Tracking?

Call tracking is a form of lead attribution and marketing analytics technology. Agencies use it to track inbound phone calls back to the specific marketing source where they originated, and then follow those leads through the sales cycle.

Call tracking enables agencies to understand what marketing sources – including offline, online, and mobile ads; campaigns; keyword searches; web

pages; pieces of content; direct mail or email blasts; and social media sites – generate phone leads and revenue, and which don't. They then use this data to make more intelligent decisions on everything from where and how to advertise, what content to create, what messaging resonates, and what SEO terms to target. Plus the data enables agencies to more accurately prove to their clients how their work is driving leads and revenue.

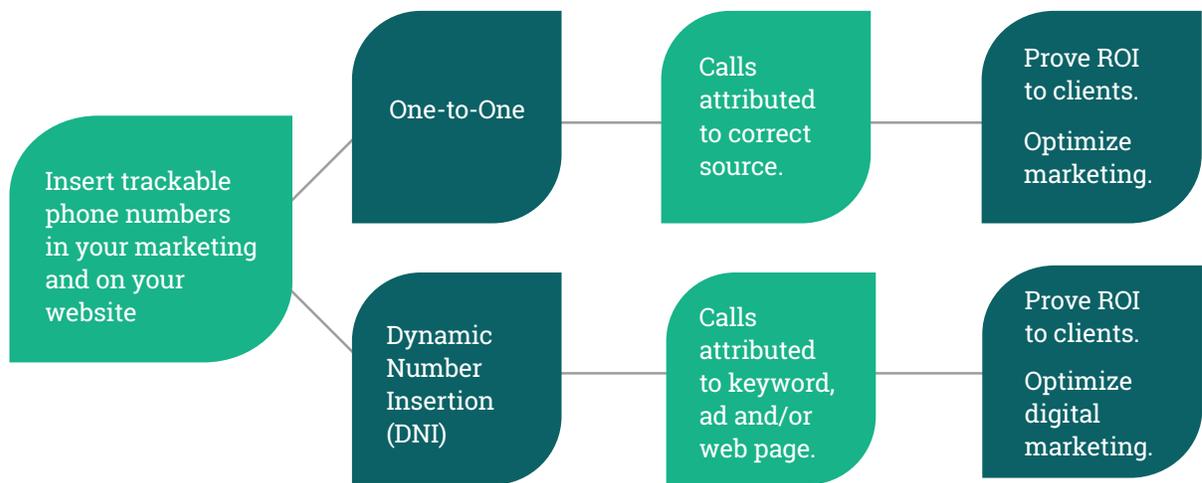


Figure 4: Track calls from your campaigns to prove and improve ROI for clients.

How Call Tracking Works

Call tracking technology works by giving you clean trackable phone numbers (local, toll-free, or vanity) that you insert in your marketing material – online or offline. When someone calls one of those numbers, the software knows exactly what source they're calling from and pins that source data with the lead information. If that lead goes on to become an opportunity or a customer you can tie those events and revenue back to the original source.

But for desktop and mobile searches where the prospect visits your client's landing page or web site first before calling, call tracking uses a technique called dynamic number insertion (DNI) to track that call. DNI works by using a piece of JavaScript code to automatically display a unique call tracking phone number (taken from a pool of numbers exclusive to your client's business) on your web pages based on the visitor's specific referral source. The visitor sees this special phone number the entire time they're on a website, and when they call, the call tracking software will tie that call to the proper referring source, including the specific keyword search, PPC ad, and landing page that drove the call.

Using Trackable Phone Numbers In Your Mobile Click-to-Call Links

Click-to-call links make it easy for smartphone users to call your client's business. DialogTech makes it easy to make those links trackable, so you can trace incoming calls and prove that it was your marketing that drove them.

How easy? Assuming your client's office number is 888-555-1212, here's the HTML code to create a mobile click-to-call text link or hyperlinked button:

```
<a href="tel:8885551212">
```

To make this trackable, simply switch the number with a unique trackable number from DialogTech. Or you can have DialogTech dynamically display the mobile click-to-call number on your client's web pages for you so you can track the specific search terms callers used or the referring web site they came from.

All calls will still go to your client, and the caller won't know the difference. But you will know exactly where they came from.

CASE STUDY:

DialogTech Helps Blue Fountain Media Decrease CPC for Client by 43% and Increase Leads by 58%

Blue Fountain Media used keyword-level call tracking to optimize their self-storage client's search campaigns. Here's how they did it:

- Blue Fountain Media analyzed customer behavior and found that customers were 2x more likely to call to purchase a storage space than take action online.
- Then they used DialogTech's call tracking to understand which campaigns were driving those calls.

- They found that 76% of all website calls were coming from paid search and optimized those campaigns to drive more calls.
- After only four months they were able to decrease cost per conversion by 43% and increase call volume by 58% – all with the same budget.

"Call tracking data from DialogTech gives Blue Fountain Media a competitive edge. Their call analytics and automation technology directly impact our search marketing campaigns and enables us to drive revenue growth for our clients."

Dan Morosi
Senior Marketing Specialist | Blue Fountain Media

OPTIMIZE MARKETING ROI ACROSS CHANNELS

If you can't attribute phone leads back to their source to see what's working, your marketing will suffer. By pinpointing which ads, search keywords, content, and campaigns are generating phone calls, opportunities, and revenue for your clients – and which aren't – you can make improvements to maximize their ROI.

It Goes Beyond Call Attribution

Attribution is more than just understanding which marketing generates the most calls for your clients. It also helps agencies optimize for other factors that influence leads, conversions, and revenue. For example, does your client see an uptick in higher-converting calls in the afternoon? Or are there a higher number of inbound calls from a specific geography?

Call analytics help agencies answer these questions and gather more robust data – including call duration, time of day and day of week of the call, caller's geography, and more. Not only can you better optimize marketing ROI with this targeted data, you can also use it to prove to clients that your campaigns generate the calls they receive at certain times of day or to the appropriate stores, offices, or agents.



Figure 5: Call analytics can show which geographic areas generate the most calls.

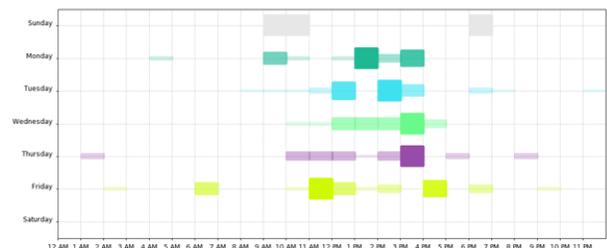


Figure 6: You can optimize marketing for the times of day and days of week when inbound calls are highest.

CALL AUTOMATION TECHNOLOGY:
TO CONTROL AND PERSONALIZE THE CALL EXPERIENCE



QUALIFY CALLERS FIRST BEFORE SENDING TO CLIENTS

While inbound calls are often the most lucrative lead type, it's important to remember that not every call is created equal. Studies show that 19% of inbound calls are high-quality sales leads (see Figure 7), but others are often misdials or mundane inquiries for business hours and store directions.

Wasting marketing budget on campaigns that drive these calls is bad enough, but you don't want to compound the problem by sending unqualified calls to your clients. That's why agencies often send callers to an IVR (interactive voice response) virtual receptionist to qualify them first.

An IVR Helps You Help Your Clients

IVR is a technology that personalizes a caller's experience and enables them to interact with an automated menu via telephone keypad or voice recognition. Agencies use inbound IVRs to qualify phone leads automatically, before sending calls to their clients. The IVR asks callers questions you determine work best to qualify them for your client's particular marketing goals or campaign, and callers that score high enough can be passed on to engage in conversation. Others can be sent to a voicemail box, or even a second IVR for assistance.

Since not every call is created equal, integrating IVRs into client campaigns helps serve as a virtual receptionist to filter out misdials and robocalls. To personalize each caller's experience you can set up an IVR to answer incoming calls, route them accurately using interactive phone menus, and assist with self-service by providing info like account balances or business hours. IVRs that replace live receptionists can help cut costs and allow your clients to provide 24/7 customer service.



IVRs Can Also Assist with More Complex Call Qualification

Filtering calls and automating simple functions are a solid foundation for IVR use, but if you have clients in industries with more complex products and services, IVR technology can be used in more integrated ways to ensure high-quality, sales-ready leads are reaching their business.

For example, if you are using the BANT (budget, authority, need, timeline) model to qualify leads, you can pose relevant questions to learn more about callers' intent and value. This allows you to determine if they are really ready to buy. Let's say you have a real estate client. Using BANT, you can qualify callers before sending them to your client by asking questions such as:

- **Budget:** What is the caller's price range today for a home?
- **Authority:** Is the caller the sole buyer? Do they have mortgage pre-approval?
- **Need:** Are they looking to rent or buy? Are they just researching?
- **Timeline:** Are they beginning to look, or do they have homes in mind?

Agencies with clients in the insurance or mortgage industry also use IVRs to determine if a caller is qualified for a specific policy or loan. The ultimate goal for agencies is driving quality callers to their clients, who, in turn, convert them into customers. If an IVR finds a caller not quite ready to speak to your client, there is little to no opportunity cost in handling the caller's inquiry by sending them to voicemail, a custom message, or another IVR menu for additional questioning.

CASE STUDY:

DialogTech Helps Sq1 Increase Calls by 75% For Global HVAC Manufacturer

The logo for Sq1, featuring the letters "Sq1" in white on a red square background.

One of the largest HVAC manufacturers in the world hired agency Sq1 to drive calls and sales to dealers in 50 local markets in the U.S. Here's how they did it:

- Sq1 ran paid search campaigns and integrated DialogTech's call data with Kenshoo, a bid management platform, to track inbound calls back to the specific keywords that originated them.
- They were then able to optimize their investment by using that data to improve bidding strategies for keywords that really drove business.
- Additionally, Sq1 leveraged DialogTech IVR technology to first weed out bad calls and route good callers to the local dealer closest to them.
- Sq1 increased the client's site-side call conversion rates by 75% while decreasing cost per call by 65% in a 5-month period.

CONTROL HOW CALLS ARE ROUTED TO YOUR CLIENTS

How you route calls from your marketing can significantly impact how well they convert to revenue. But call routing can be a challenge for agencies, especially when your clients have complex requirements, such as multiple agents, stores, and call centers located in different cities and time zones. Contextual call routing technology ensures each caller gets routed right away to the right place. It enables you to set up rules to automatically route calls from your marketing based on a wide range of criteria, including the marketing source, time/day, caller location, client agent skillset, and more.

Route Calls Based on Marketing Source

You can route calls from different marketing sources individually by incorporating unique call tracking numbers. Options include routing calls by:

- **Ad:** Route inbound calls from different offline, online, or mobile ads.
- **Search keywords:** Depending on the keywords searched online, callers can be routed to an IVR for qualification, a specific agent, or even a voicemail box.
- **Web page:** If your clients have pages on their website dedicated to a specific product or part of their company, callers can be transferred accordingly.
- **Marketing campaign:** If you're running targeted marketing campaigns for multiple products or services, route inbound calls to agents based on their expertise for each campaign.
- Or any other source driving calls to your business.

Use Geo-Location to Route Calls Based on a Caller's Location

Smartphones and mobile devices are driving billions of sales calls to U.S. businesses each month. Routing these calls to the right location or person is critical to optimizing conversions and sales for your clients.

Example of How Geo-Location Works:

1. Individual uses a smartphone to search locally for your client's business.
2. They press the Call button in your search ad to trigger a call to your client.
3. Cell phone triangulation determines the caller's exact latitude and longitude.
4. The caller is automatically routed to your client's closest store, office, or agent.

Route Calls Based on Schedules and Locations

Does your client have multiple stores or offices, or changing schedules? Do they assign leads to agents based on geographic territory? Then you should consider routing their calls based on a caller's location and the time of the call:

- **Business hours:** Route based on when they are open for business, or send to a specific agent or even a voicemail box during off hours.
- **Weekends:** If they have agents available over the weekend, direct incoming calls to them, or capture calls with a custom message or voicemail box.
- **Holidays:** Depending on their business, they may experience a higher volume of calls during holidays; if so, call routing can ensure agents are reached wherever they are.
- **Time zones:** If they have offices in multiple time zones, callers can be routed to the location nearest them or the one currently open.
- **Customer location:** You can route callers based on their geographic location, whether they are calling from a mobile or landline phone.

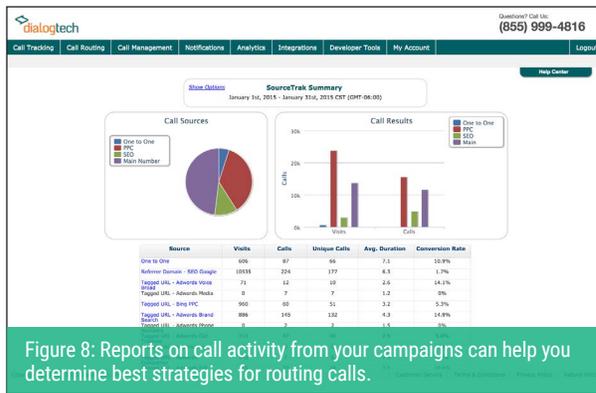


Figure 8: Reports on call activity from your campaigns can help you determine best strategies for routing calls.

Advanced Routing for Lead Sellers

If you're a lead gen agency, affiliate marketer, or other lead seller you know how challenging it can be to accurately drive quality leads to buyers. Especially when you're generating inbound phone leads for a variety of buyers. Sophisticated call routing technology gives lead sellers complete control over where phone leads are sent based on a wide variety of criteria – including buyer cost-per-call agreements and call thresholds, location of the caller, the time or day of call, and much more.

Easily configure customer call routing rules for each buyer:

- Assign a priority to each buyer to determine the call routing order
- Route calls to buyers sequentially via round-robin method
- Send buyers calls from only the countries/states they request during the right days and times
- Establish a minimum duration a call must last to be counted as a valid lead
- Send repeat callers from the same lead to the same buyer without double-charging
- Set up caps on calls to ensure buyers never exceed their lead limit
- Configure, test, and update routing rules quickly and easily

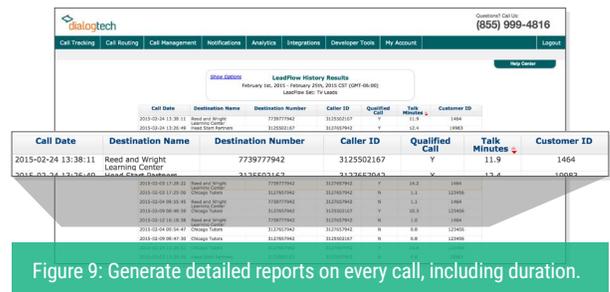


Figure 9: Generate detailed reports on every call, including duration.

PROVE YOU GENERATE QUALITY CALLS FOR YOUR CLIENTS

If you drive a lot of phone leads for your clients, you know how important it is to prove call quality. How do you know if calls converted? Can you get insight into how successful conversions happen? What words and phrases are being used that signify a quality conversation?

For agencies, without insight into the actual conversations your clients are having with your leads, proving lead quality from the calls your campaigns generate can be a challenge. While you may know what source drove the call or even the caller's location, it can only help so much. To optimize your marketing and drive more calls to your clients, you need true insight into the conversations they have with customers.

Score Call Quality by Monitoring Duration

The longer a call lasts, the higher the probability that it was a quality call. Agencies often see a correlation between these longer conversations with higher caller engagement and conversion. Scoring these calls can uncover which marketing campaigns are driving longer calls to your clients.



Call Recording for Proving Call Value

Hearing really is believing, and sometimes when scoring phone leads there is just no substitute for listening to the actual conversation. That's why many agencies record the calls they drive for clients as a way to evaluate leads and prove they generate quality conversations for their clients.

True, manually examining call recordings is not practical for large marketing campaigns with high call volumes. That's what keyword spotting is for (we'll talk about this next). But call recordings can come in handy when you need to double-check keyword spotting reports or prove to doubting clients that your scoring data is accurate.

Search Conversations for Indicators of Quality

The best way to score calls is to listen to them, but that simply isn't practical for most agencies. So instead, you can automate the process with keyword spotting. Keyword spotting technology allows you to search conversations from any campaign, search keyword, or geographic location for the words or phrases you want. It then lists all the calls that match and enables you to drill into each transcribed and recorded conversation for more detail. You can even skip straight to the portions of the audio recording where those words were spoken (see Figure 11). So think about words that indicate a quality call for your client and use keyword spotting to search for them. Examples can be words like: "Buy," "Reorder," "Appointment," or "Price."

With keyword spotting you can:

- Discover calls with the exact words or phrases – or those close in composition – to what you searched
- Filter searches based on campaign, date, duration, caller location, and more
- Listen to the full call recording while viewing transcriptions of both agent and caller
- Organize keywords and phrases into groups or categories to make searches more efficient
- Analyze calls for industry terminology, branded terms, and unique scripts

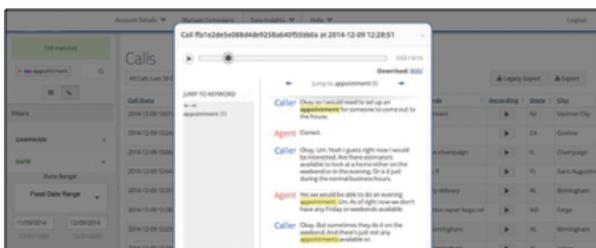


Figure 11: Use keyword spotting to skip right to where they are in transcribed conversations.

CASE STUDY:

DialogTech Helps BitCadet Increase Leads for Client by 208% and Sales by 89%

Agency BitCadet used Google PPC and email campaigns to drive web traffic and call conversions for VersaTube. Here's how they did it:

- Used DialogTech's call tracking to tell which search keywords, ads, and email blasts were driving inbound calls – and which weren't.
- DialogTech's call conversion data was integrated with web conversion data in Google Analytics so BitCadet could prove their full value to the client.
- Calls generated in the morning were automatically routed to every east coast agent's cell phone at once – first one to answer got the lead.
- Calls in the late afternoon and evening went to agents on the west coast.
- BitCadet used DialogTech to record conversations between leads and VersaTube agents to measure call quality and agent performance.
- DialogTech helped BitCadet increase calls to the client by 208% and sales by 89%.

"DialogTech's reporting data on sales agents' call activity and the audio recordings of each call was a real eye-opener for our client. They were able to measure each agent's effectiveness, understand why some sales closed and others didn't, and make improvements to close more deals."

Dusty Dean | CEO | BitCadet

INTEGRATE CALL ANALYTICS WITH THE MARKETING APPLICATIONS YOU RELY ON

Some call tracking tools have a series of integrations that allow you to combine all call information with other data sources for a more complete picture of your client's campaign performance, conversions, and ROI.

Google Universal Analytics

Google Universal Analytics allows agencies to view data on online activity, offline interactions, mobile app traffic, and other sources from a single interface. When you integrate call tracking data with Universal Analytics, you can add the phone data component to Google's marketing analytics puzzle. You can then view and analyze call data alongside web traffic data to better understand how web visitors find and interact with your client's business, and how best to measure campaign ROI.

Universal Analytics helps agencies:

- See which ads, search keywords, or social media platforms are driving web visits and phone calls to a client
- Compare web visits and phone calls from organic vs. paid search on one screen
- Identify which of your client's web pages or videos a person viewed before and after calling
- Identify the content being downloaded or items purchased before and after leads call
- Access a color-coded heat map to see where people are calling your clients from

Google AdWords

Google AdWords gives agencies the ability to import offline conversion data, including phone calls, into their account. Now, when customers call a phone number displayed on your client's website and call them, you can track these calls as clicks in AdWords. You can add a custom column to segment call conversion data from the general conversions column.

By using call attribution technology, incoming calls from any type of paid search ad will be properly captured and attributed as conversions in Google AdWords. Agencies can then prove and improve marketing ROI for their clients.

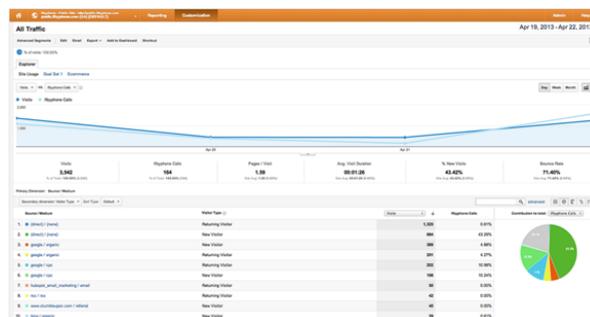


Figure 12: Universal Analytics shows you call conversion data next to your client's web analytics.

Bid Management Software

Bid management solutions like Marin, Acquisio, Kenshoo, and DoubleClick are used by agencies to manage their client's PPC campaigns across multiple search engines. They enable you to set up rules to automatically alter your PPC bids from Google, Bing, and any other paid search provider you use in order to achieve certain goals (lower CPC, higher conversions, etc.).

Call analytics and automation software comes with pre-built integrations for several of the major bid management providers, and has an open API to enable integration with the rest. Include call tracking conversion data in your bid management data to enable the software to make more intelligent and accurate bid adjustments and better maximize your ROI.

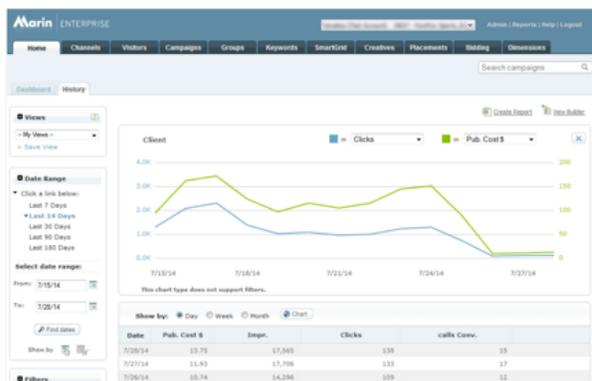


Figure 13: Integrating call data in bid management tools helps optimize PPC bids, conversions, and ROI from search advertising.

Website Optimization

Agencies use web optimization solutions like Optimizely to run tests to find web page variations that not only drive the most web conversions, but high-value sales calls as well. By integrating call analytics they can see which page variations drive the most inbound calls and web conversions. It enables agencies to optimize website content and PPC landing pages to drive more high-value leads, opportunities and sales.

Salesforce and CRM

It's easy to integrate call analytics data with your clients CRM systems, such as Salesforce. When the solutions work together, your clients are able to:

- **Track which activities generate phone leads and revenue.** All call tracking data is passed to their CRM, so they can generate reports detailing how each marketing source is driving phone leads, opportunities, and revenue.
- **Have customer information at sales' fingertips before every call.** When a call comes in from an existing lead or customer, call tracking instantly triggers a screen-pop on an agent's computer with information on the lead, contact, and organization. No time is wasted searching for the correct CRM record.
- **Boost agent productivity and reduce input errors.** When a new lead calls, call tracking creates a lead record in their CRM and auto-populates the contact number, lead source, and other information. This keeps their agents productive and improves the quality of their data.
- **Never miss a phone lead.** If a call goes unanswered, call tracking creates a new CRM lead record for your client with an open case to ensure proper follow up. If the number is associated with an existing CRM contact, a new case is automatically added to the record.

CONCLUSION

Thanks to smartphones, calls are the new clicks. They are the natural conversion path from mobile and the single most effective vehicle for driving engagement and revenue across marketing channels. For agencies, generating high-quality calls and conversations from your campaigns – and being able to prove it to clients – is now critical. But it can be a challenge. It requires you to have the same visibility and real-time control over the calls you generate as you do clicks. Call analytics and automation technologies help you do it.

Next Steps

Call DialogTech today at 866.817.3480 to learn how DialogTech can help your agency drive more calls and sales for your clients. You can also request a demo of DialogTech's Voice360™ solution at dialogtech.com.

Sources

1. eMarketer, 2014
2. BIA/Kelsey, Phone Calls: The New Currency of the Smartphone Era, 2014
3. Movable Ink, 2013
4. comScore, 2013
5. Nielsen, 2014
6. Google/Ipsos, The Role of Click to Call in the Path to Purchase, 2013
7. Target Marketing, Paid Search Growth Fueled by Mobile, 2014

About DialogTech

DialogTech, formerly known as Ifbyphone, is the market leader in call analytics and automation. Thanks to smartphones, consumers are calling businesses to engage in conversation at record rates throughout every stage of customer journey. DialogTech provides marketing, sales, and support professionals with a single platform that enables transparency and control over every conversation, so companies can optimize lead generation, acquire new business faster, and increase customer loyalty.

DialogTech's Voice360™ platform consists of a unique suite of applications that includes call attribution, call scoring, contextual call routing, call management, and automated voice notifications. DialogTech has successfully processed over one billion minutes of voice engagements for its customers, and serves as a strategic partner to more than 5,000 enterprises, digital agencies, and fast-growing companies across a wide variety of industries. For more information visit dialogtech.com.

CONTACT US

DialogTech
300 West Adams
Suite 900
Chicago, IL 60606
dialogtech.com
866.817.3480



twitter.com/dialogtech



facebook.com/dialogtech

DialogTech, the DialogTech logo and Voice360 are trademarks of DialogTech, Inc. All other trademarks are the property of their respective owners.

© 2015 DialogTech, Inc.