Unlocking the Power of **Conversation Analytics to Boost Your Enrollment Strategy**

JASON SMITH

SEAN NIDECKER

WED JULY 19 9:45 – 10:45 AM

CallTrackingMetrics

#EduWebSummit2023

Marketing without data is like driving blindfolded. It's thrilling, but probably not the best idea if you want to reach your destination.

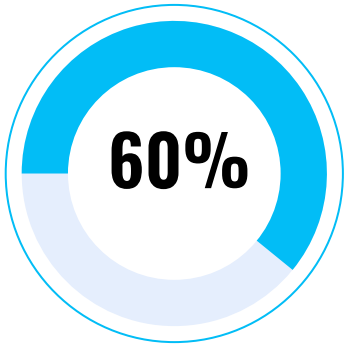
#DataDrivenMarketing

Goals

- Get started with call tracking
- Add in texts & forms
- We can’t not talk about AI

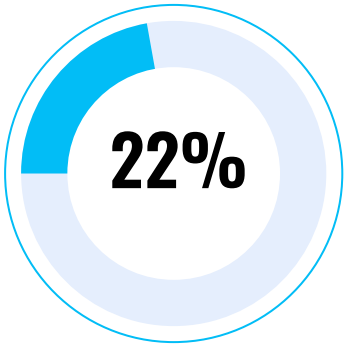
Why phone calls?

Entrepreneur



60% of smartphone users will contact your business directly using search links, including "click to call" functions.

All respondents aged 40+ voted phone calls in their top two favorite forms of business communication

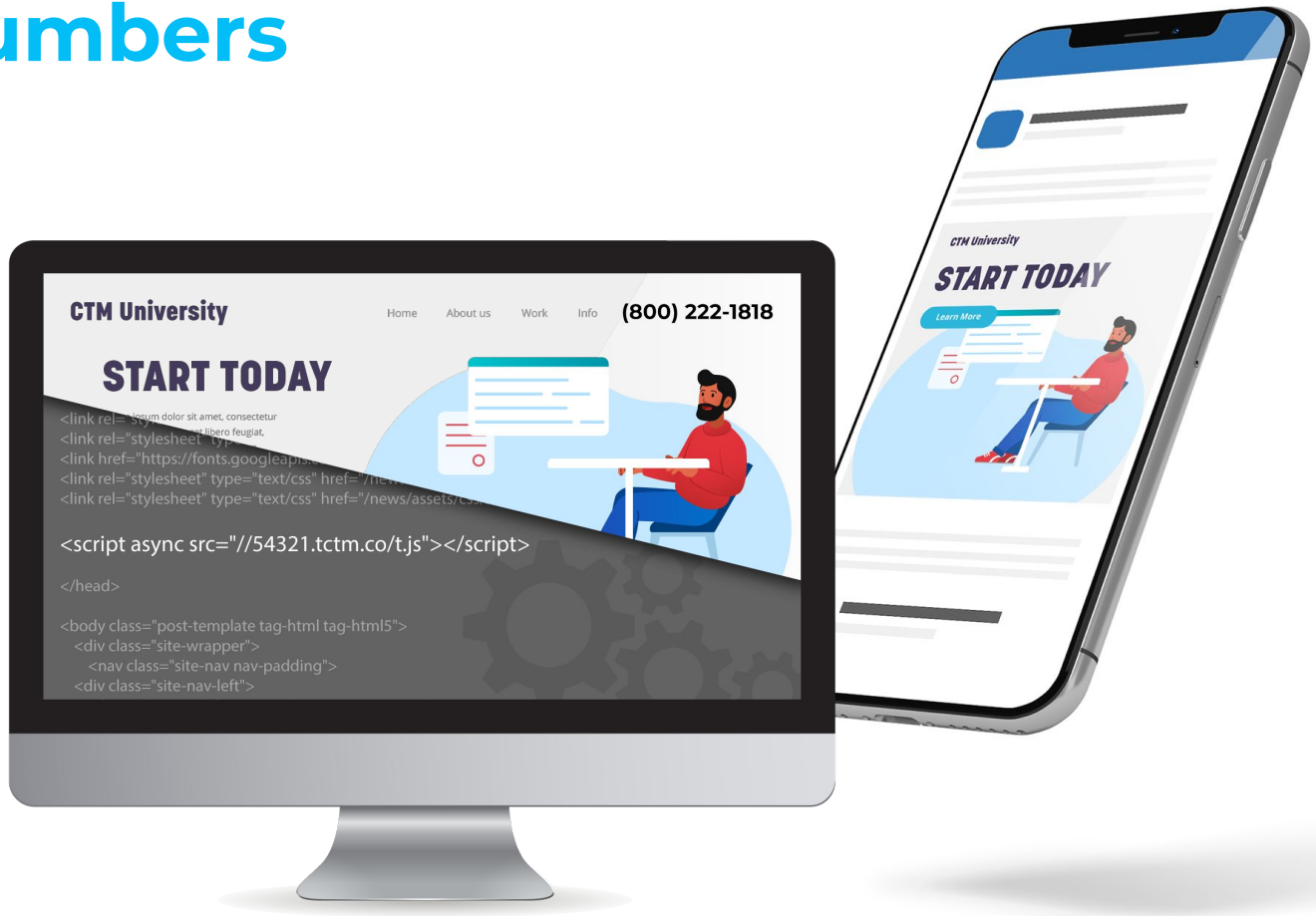


22% of the 18-39 group said they too would rather speak to a human on the phone.

The Underestimated Value of Phone Calls That Marketers Miss · By Sergio Alvarez · Feb 11, 2022

Tracking Numbers

Assign unique tracking numbers to your marketing channels.

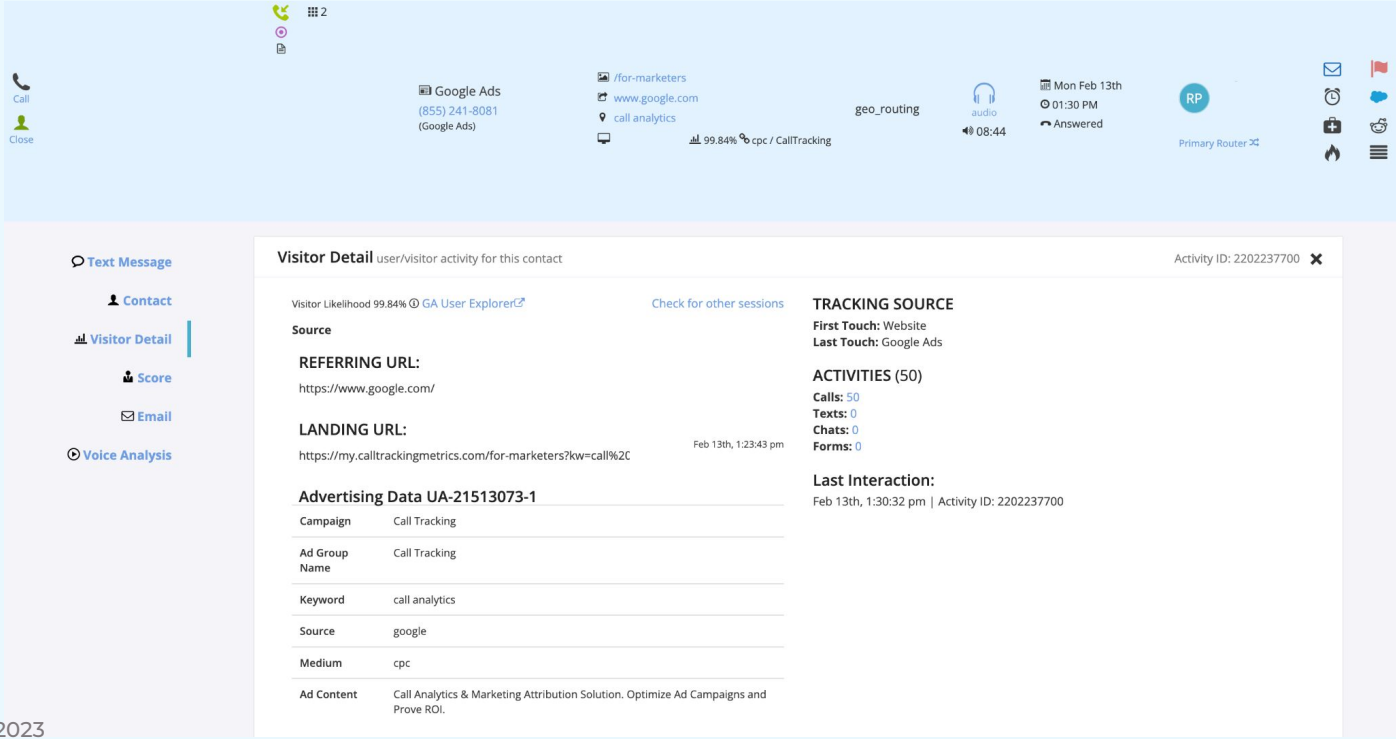


Tracking Numbers

Assign unique tracking numbers to your marketing channels.

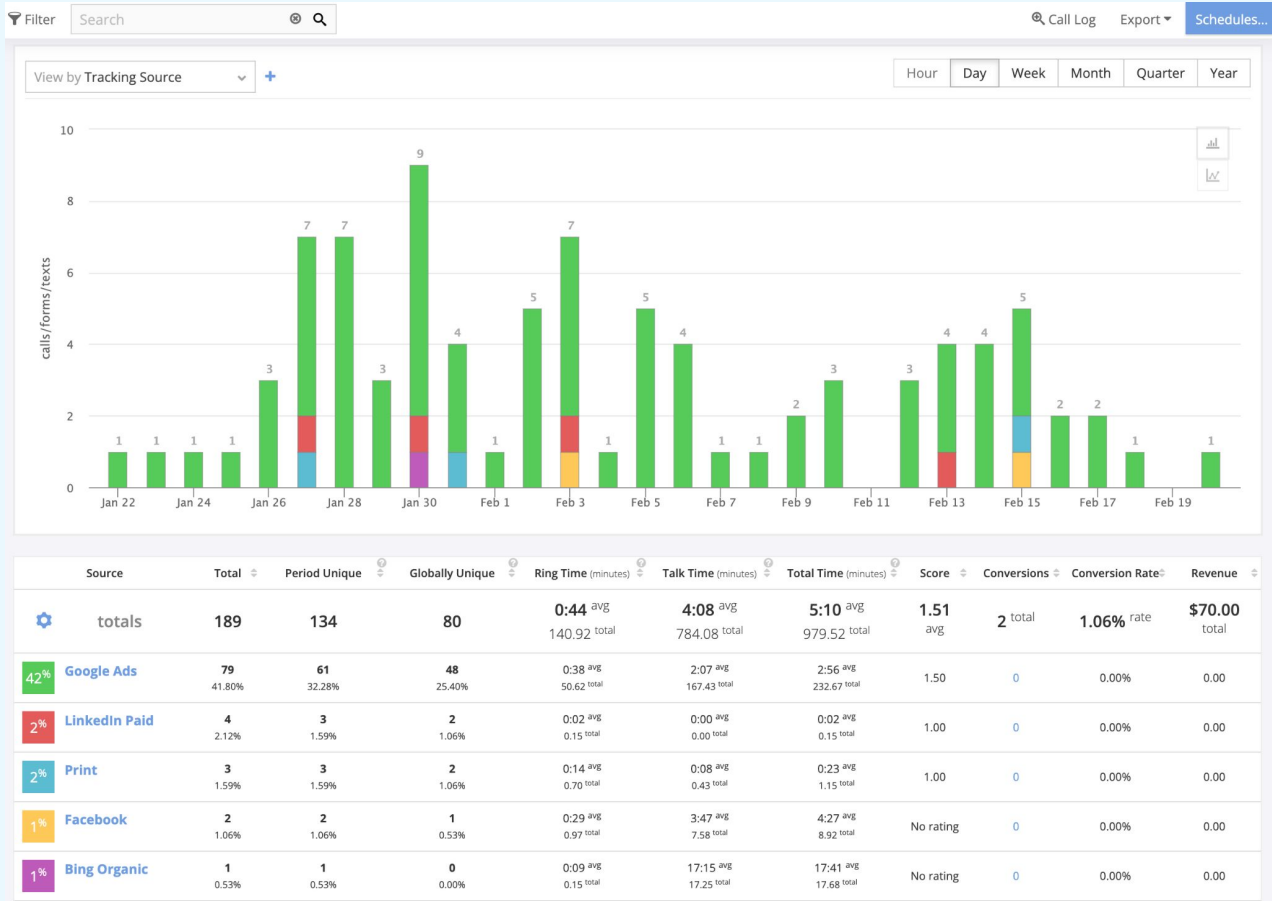
Measure

Gather robust campaign attribution



Measure

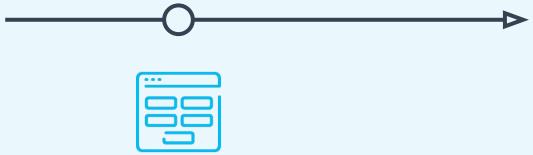
Gather robust campaign attribution



Source	Total	Period Unique	Globally Unique	Ring Time (minutes)	Talk Time (minutes)	Total Time (minutes)	Score	Conversions	Conversion Rate	Revenue
totals	189	134	80	0:44 avg 140.92 total	4:08 avg 784.08 total	5:10 avg 979.52 total	1.51 avg	2 total	1.06% rate	$70.00 total
42% Google Ads	79 41.80%	61 32.28%	48 25.40%	0:38 avg 50.62 total	2:07 avg 167.43 total	2:56 avg 232.67 total	1.50	0	0.00%	0.00
2% LinkedIn Paid	4 2.12%	3 1.59%	2 1.06%	0:02 avg 0.15 total	0:00 avg 0.00 total	0:02 avg 0.15 total	1.00	0	0.00%	0.00
2% Print	3 1.59%	3 1.59%	2 1.06%	0:14 avg 0.70 total	0:08 avg 0.43 total	0:23 avg 1.15 total	1.00	0	0.00%	0.00
1% Facebook	2 1.06%	2 1.06%	1 0.53%	0:29 avg 0.97 total	3:47 avg 7.58 total	4:27 avg 8.92 total	No rating	0	0.00%	0.00
1% Bing Organic	1 0.53%	1 0.53%	0 0.00%	0:09 avg 0.15 total	17:15 avg 17.25 total	17:41 avg 17.68 total	No rating	0	0.00%	0.00

Integrate

Forms



Form Submission

Form activity is logged with all the form fields

Forms

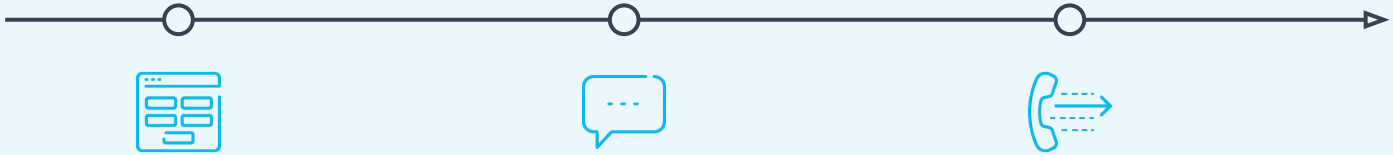
Form Submission

Form activity is logged with all the form fields

Outbound Text Message

Automated outbound text, notifying the lead that they will be receiving a call back

Forms



Form Submission

Form activity is logged with all the form fields

Outbound Text Message

Automated outbound text, notifying the lead that they will be receiving a call back

Outbound Call

Automated outbound call, connecting the lead and your sales team within seconds or a during a specified timeframe

Forms

Form Submission

Form activity is logged with all the form fields

Outbound Text Message

Automated outbound text, notifying the lead that they will be receiving a call back

Outbound Call

Automated outbound call, connecting the lead and your sales team within seconds or a during a specified timeframe

Convert more leads!

A 1-minute response time can lead to 391% more conversions!

Texting

Attribute every form, text, chat, and call on one platform.

Conversation Analytics

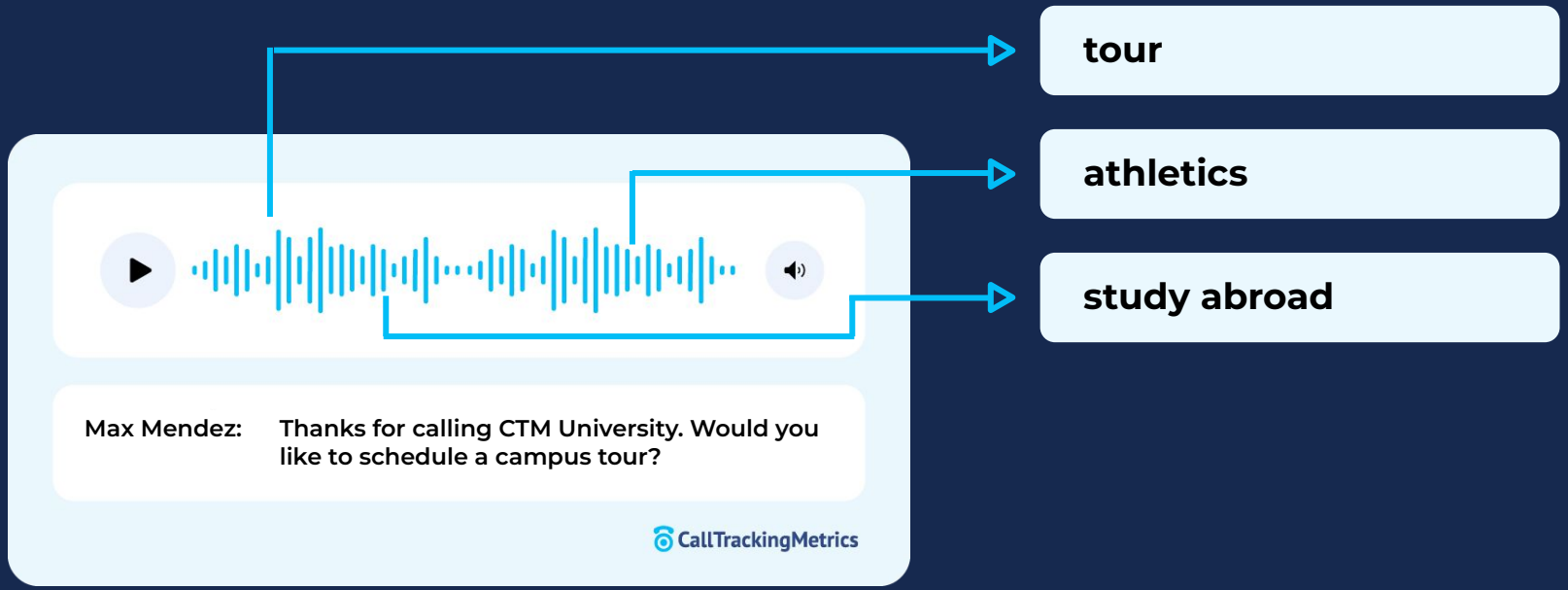
1. TRANSCRIPTIONS
2. KEYWORD SPOTTING
3. ASKAI

Transcriptions

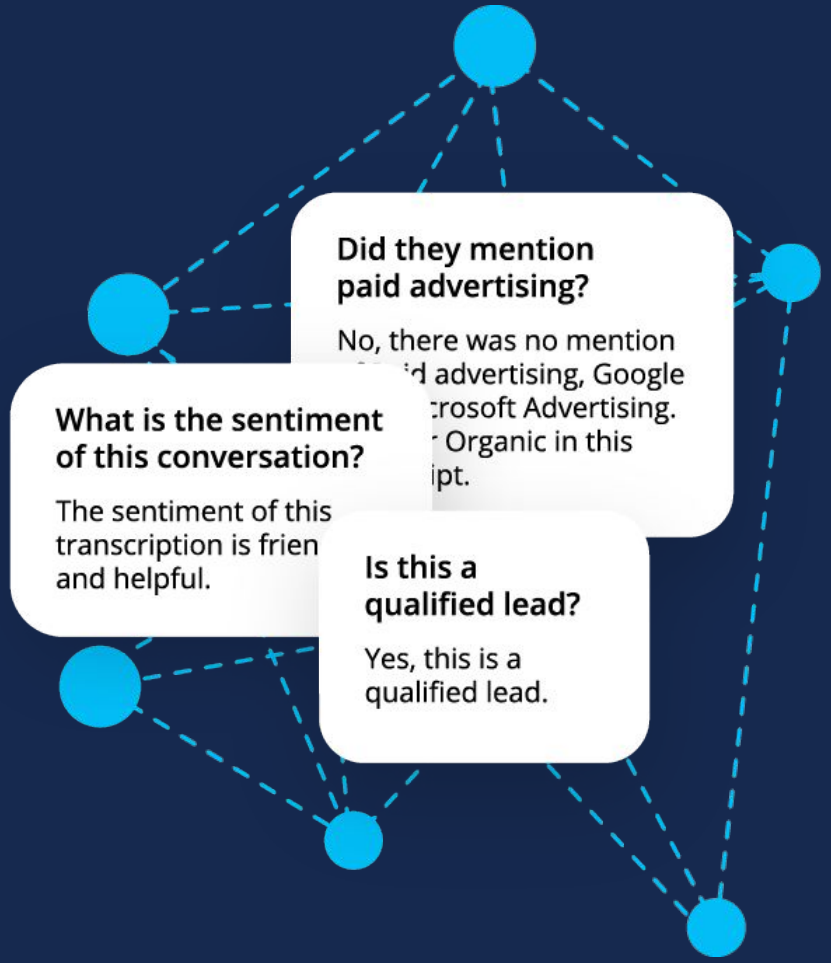
Max Mendez: Thanks for calling CTM University. Would you like to schedule a campus tour?

CallTrackingMetrics

Keyword Spotting



AskAI


Did they mention paid advertising?
No, there was no mention
d advertising, Google
crosoft Advertising.
Organic in this
ipt.
What is the sentiment of this conversation?
The sentiment of this transcription is frien and helpful.
Is this a qualified lead?
Yes, this is a qualified lead.

Text a question about campus housing to (410) 267-4441

Thank you!