

mediahawk

# Grow your client base with call tracking



## Introduction

# Why track calls?

## How does call tracking help your clients?

Phone calls triggered by advertising campaigns often go untracked, seriously undervaluing the impact of your marketing activities.

Call-by-call, discover exactly which channels **drive inbound sales calls**.



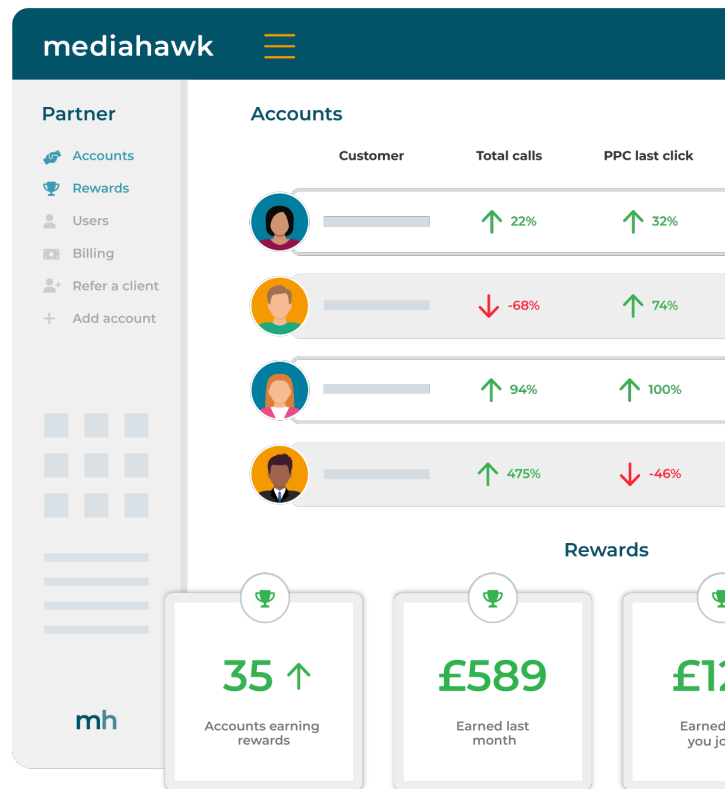
### Call tracking can help your clients:

- ✓ **Optimise** campaigns to account for sales calls generated from your work
- ✓ **Accurately** attribute ROI by channel, campaign or media
- ✓ **Identify** truly successful PPC campaigns, landing pages and strategies that drive sales calls

## Partners for growth

More companies are adopting call tracking for multi-channel success. Help your clients grow.

**Call tracking** is a natural add-on to your business. You're looking to grow your client roster and increase billings from each account. Using Mediahawk earns you more credibility with your clients by demonstrating your positive effect on campaign and marketing ROI and driving incremental revenue for your client and for your agency.



Full **marketing attribution** ensures you're always optimising campaigns and prospect activity is pushed into your client's CRM, **giving sales a complete overview to close deals faster.**

### Benefits

- ✓ Campaign performance metrics
- ✓ Track calls in real-time
- ✓ Comprehensive reporting
- ✓ Call recording and scoring
- ✓ Missed, key, and received call alerts
- ✓ Numerous CRM integrations
- ✓ International, local, and toll free numbers

### Our partner commitment

- ✓ No hidden costs
- ✓ White labelling and partner collateral
- ✓ Suggest new features for development
- ✓ In-house support as standard
- ✓ Assisted demonstrations

## Easy to set up and use

### Set up takes just minutes

Tell us your requirements and we'll advise the right solution for you. Your client account will be active within 24 hours, backed up by our dedicated agency support service. You'll manage your clients, access all reports, and enjoy partner benefits - you're good to go!



### Integration to other platforms is simple, too

Whether using static or dynamic numbers, sharing call tracking data with your other platforms is simple with our powerful integrations.



### We've got you covered

Mediahawk offers free, in-house support from our expert team.



I think part of our agency growth over the past four years and why we partner with Mediahawk is the fact that we can actually prove beyond doubt the success of our campaigns. [We] can highlight really good call examples, we can put a monetary value against phone calls, and ultimately, we can optimise our campaigns a lot quicker, smarter, and more efficiently.

**Raife Wieland, Director, Promote Online**



## Customers agree

“For my clients, Mediahawk has been instrumental in providing key data, allowing confident decision-making.”

**Anderlea Butters, Anderlea Butters Marketing Consultancy**

“[Mediahawk] has revolutionised the way we approach lead qualification and Google Ads optimisation. It's not just a tool; it's a strategic asset that has empowered us to elevate our marketing efforts and drive tangible results. I would highly recommend Mediahawk to any business looking to optimise their marketing efforts.”

**Victoria Markianos, Google PPC Specialist, Springup PR**

“Using Mediahawk has really helped us with improving the quality of our client pitches. We're able to tell clients that we use a call tracking provider with software that can tell you which keywords are definitely driving calls. Call tracking has provided crucial knowledge to optimise bid management and drive effective cost per click and cost per lead. This has enabled us to make a better return on investment for our clients, which in turn has led them to keep their marketing with us.”

**Chris Rivera, Bamboo Nine**



**Springup PR**

**bamboo nine**



## In summary

The bottom line of all marketing is sales conversions. Agencies are judged on their ability to generate and prove ROI. **Unified call tracking and attribution is the answer.**



### Step 1 - Synchronisation

When it's synced with other conversion analytics software, call tracking is the vital component that's been missing from your overall lead generation picture.



### Step 2 - Evaluate & optimise

In order to generate revenue for your agency and your clients, you need to know what exactly has been going well. The data collected from call tracking captures both online and offline advertising performance, from anywhere in the world, lending itself to test, evaluate and optimise future campaigns.



### Step 3 - Generate revenue

Generating revenue starts with:

- Capturing data
- Measuring performance
- Continual improvement



### Step 4 - Solution

Make sure you have the right solution to test, tweak and obtain the best results from your and your client's marketing campaigns.

# mediahawk

## About Mediahawk

Mediahawk combines technologies like call tracking, marketing analytics, and conversational AI to help marketers achieve their most ambitious goals and overcome their biggest challenges. We're dedicated to supporting marketers as they demonstrate the impact of their strategies and optimise their plans to deliver meaningful ROI.

Our platform, experts, and **Client Excellence Programme** are trusted by more than 4,000 marketers in organisations of all sizes and sectors.

[Learn more about Mediahawk](#)

Let's talk about your challenges

**0333 1300 308**

We'd love to hear about your objectives and challenges, and discuss how call tracking can help you achieve your marketing goals. Get in touch today to start the conversation.

[mediahawk.co.uk](https://mediahawk.co.uk)

