

Increasing Marketing ROI with VoIP Analytics Case Study

How a Kansas City Retail Chain Improved Marketing Effectiveness by 40%

THE PROBLEM: INEFFECTIVE MARKETING SPEND ▼



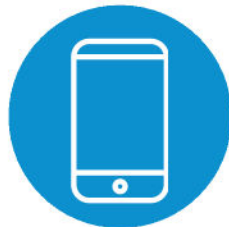
- Lack of visibility into which ads were driving calls.
- High budget spent on underperforming campaigns.
- Difficulty justifying marketing costs to stakeholders.

THE SOLUTION: ADVANCED CALL TRACKING WITH VOIP ANALYTICS ▼

- Implemented VoIP analytics to track call sources and durations.
- Analyzed real-time data to identify top-performing campaigns.
- Shifted budget to ads generating the most calls.



Advertising



Call Tracking



Data Analysis



Optimization

THE RESULTS: MEASURABLE ▼ MARKETING ROI

- 1 Identified top-performing ads, reallocating budget effectively.
- 2 Eliminated underperforming campaigns, saving money.
- 3 Achieved a 40% increase in ROI on marketing spend within 3 months.

WHAT THEY SAID:

“Before VoIP analytics, we were flying blind. Now, we know exactly where to invest, and the results speak for themselves.”

Towner

