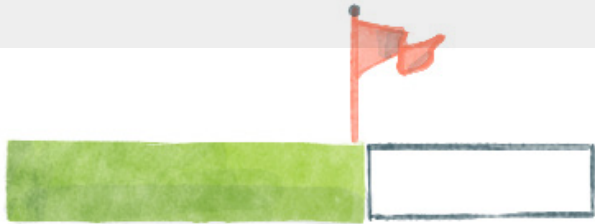


# Why Calls are the New Clicks


The customer journey is in flux. People are moving online, offline, and across devices more than ever before. Yet marketers continue to be laser-focused on the digital path to purchase, getting credit only for revenue generated by online campaigns. By ignoring inbound calls, which convert 10x higher than clicks, marketers don't have a complete picture of their marketing data and are missing opportunities to impact the bottom line.

## Ring in the Leads

It's simple: Inbound calls drive revenue.



61% of businesses rate their inbound phone calls as an "excellent" source of leads—higher than any other inbound lead source.



70% of mobile searchers have used click-to-call to connect with businesses directly from their search engine results pages.

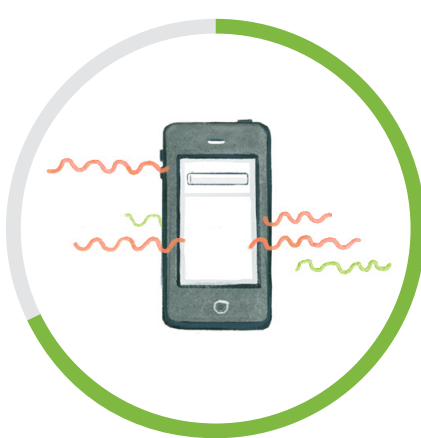
## Don't Keep Valuable Information on Hold

Without collecting data on inbound calls, marketers don't have visibility into the entire customer journey.

According to a recent Invoca study of marketers:



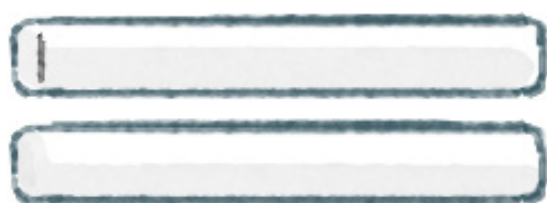
60% of respondents don't know which marketing campaigns drive inbound phone calls.



68% are unable to track inbound calls in their marketing automation and CRM systems.



54% say their marketing teams never (or only sometimes) receive credit for inbound call leads and revenue.

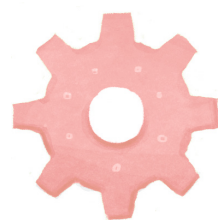


## 45% of marketers

don't include phone numbers on landing pages, in content assets, or in search ads.

## Picking Up Pays Off

76% of marketers want their marketing campaigns to drive more phone calls. Why? Inbound calls can uncover:



Areas to better tailor messaging and buyer experience to customer needs



Top customer questions and objections



360° view of buyers' path to purchase



Demographic details (geographic location, etc.)

With the right technology, you can get the same level of insight into inbound calls as you have for online interactions.



Don't work with incomplete data. Start measuring performance in terms of clicks and calls. Learn how in our new eBook.

[Download the eBook](#)