L2RM, much more than Call Tracking

Improve your leads experience and conversions
connecting Marketing and Sales with L2RM

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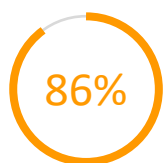
L2RM, much more than Call Tracking

INTRODUCTION

L2RM, much more than Call Tracking

The universe of sales goes beyond the online world. Everyday there are more people researching online but purchasing offline, with the **assistance of a comercial agent**. This practice, known as ROPO, Research Online Purchase Offline, has become very common in B2C companies with complex products such as: automotive, finance, education, telecomms, energy, insurance and travel.

And with it, the need of discovering more about the *lead journey*, from the first moment they show an interest in a product or service online until they convert offline, has appeared.

Using this attribution it is posible to:

› **Optimize** digital marketing investment according to real results.

› **Improve** assisted sales rates.

› **Reduce** conversion costs (CPC, CPL, CPA, etc.).

The **E2E tracking** offers visibility on sales results and facilitates the allocation of investments according to performance, however, a Lead to Revenue Management, o L2RM, strategy will boost leads value to get **better results with the same investment**.

86% increase in the volumen of calls originated by marketing activities since 2014 (BIA /Kelsey).

50% increment in sales over the phone in 2019, foreseeing the maintenance of this trend in 2020 (Diario Gestión).

30% more rapidity in call conversions than in web leads (Forrester).

The Call Tracking technology allows to gather all available information associated to a lead, from the first moment they start an online search and show interest in a product or service, until they convert through a phone call, that is, using an offline channel.

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Discover the online tracking of offline conversions

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Call Tracking makes possible to identify leads online **origin**, their characteristics, prior-to-sale **actions** and outcomes of their offline **conversions**. In this way, it is possible to combine all information to obtain a complete analysis of their whole purchase process.

Origin   Conversion   Analysis

Thanks to Call Tracking it is posible to get **higher visibility on the attribution model**, which permits to optimize advertising campaigns according to the real ROI of all marketing activities.

CALL TRACKING

Permits to

› Discover the **online origin**, along with the digital footprint, of those leads that convert through a phone call.

› Understand which **campaigns and/or keywords** encourage clients to get in touch with a company, that is, those that boost their purchase intention.

› Associate **visits and/or events** in a website to specific conversions in order to understand the manner in which leads make their purchase decisions.

› Obtain a complete visibility on the **attribution model** by gathering the information that is generated when a lead abandons the online world to convert in the offline one.

Create better segmented **audiences** to get the most out of all marketing activities, providing a better return. ‹

Personalize the *customer journey* and adapt acquisition elements within diverse channels to consumer needs. ‹

Improve **processes** with a critical mind through the use of real data. ‹

Facilitate to

Lead to Revenue Management helps assisted sales companies to **improve their conversions without increasing their investment** through integrated, transparent and automated processes such as:

> Lead Tracking (also in calls)

> Lead Nurturing

> Lead Scoring

> Lead Attribution

> Lead Conversion

> Artificial Intelligence


Call Tracking is only a small part of what

L2RM has to offer
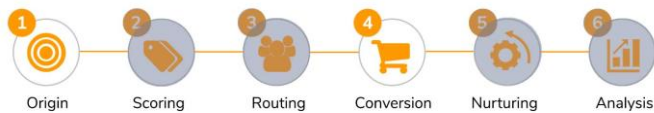
L2RM offers not just information about the online-offline tracking of those sales completed over the phone, but through any other channel, a **phone call, contact form, chat, chatbot or callbot**.

- Discover the **source, campaign and/or keyword**.

- Identify the **website and/or landing page** that originated each visit.

- Determine which **acquisition element** originated each forward move from visit to lead.

- Verify the **channel used, how and when** each lead transformed, or not, into sale.

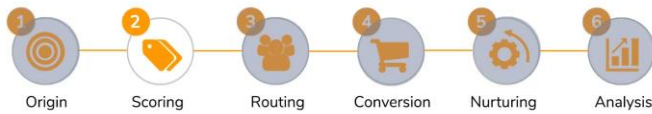- Analyze **online and offline results** with marketing platforms integration.

74%
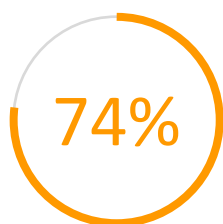
of marketing professionals that cannot measure how their efforts impact their sales

- Itsma / Vision Edge Marketing -

63%
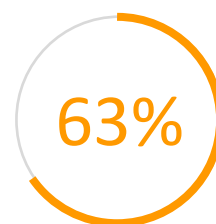
of people who purchase through an offline channel after an online research

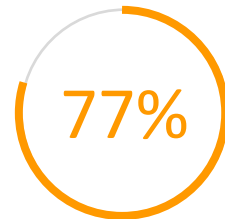*- Comscore -*

Within a L2RM strategy, Lead Scoring identifies each lead **conversion to sale probability**.

- Discover lead **scoring variations** when leads progress along the purchase process and pursue actions within a website.

- Adapt acquisition elements to each lead conversion probability to send each one to their **optimal conversion point**.

77%

Lead Scoring boosts ROI increase in leads generation by 77%

- Marketing Sherpa -

- Optimize **investment in conversion channels** guiding those leads with less purchase probability to lower-cost channels.

- **Release** higher-cost conversion channels and reserve them to those leads with high purchase probability.

- **Organize and prioritize** leads treatment according to their conversion to sale probability.

- **Segment audiences** to understand conversion probability of specific groups with shared characteristics.

- Define **retargeting, cross-selling and/or upselling** after-sale actions optimized according to each lead conversion percentage.

Guide leads along the purchase process to **promote their conversion** by means of Artificial Intelligence or according to business rules.

- Allocate each lead to their **ideal sales channel**; call center, chat, chatbot, etc.

- Conduct each lead to their **ideal sales agent**, in a call center or chat, according to conversion probability based on their sales record with similar leads.

- Facilitate **speech personalization** to comercial agents thanks to lead information gathered prior to the interaction.

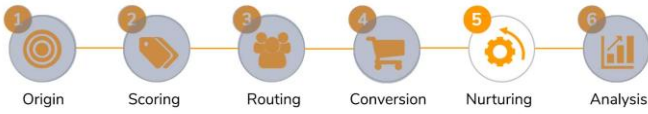If the ideal commercial agent responds to a lead on the right way within the first 5 minutes after showing interest:

10x

higher probability to contact
the lead successfully

6x

*higher probability of qualifying
that lead*

- James Oldroyd, PhD Professor MIT -
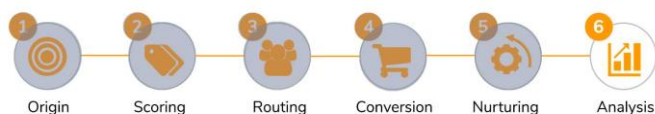
Design personalized actions through a phone call, SMS or email to **favor the closing** of those leads not converted at a first attempt.

- Bring back leads to the funnel to get **new conversion opportunities**.

- Organize **personalized and individualized actions** to each lead according to the steps followed by them along the purchase process.

- Launch to each lead the **most effective impact**, regarding their individual situation, to promote conversion.

- Define the most appropriate **conversion chennels and moment** to launch those impacts.

- **Optimize the investment** that was previously established.

50%

Those companies that follow an appropriate Lead Nurturing strategy generate 50% more sales at 33% lower cost.

- 99firms -

33%

Obtain complete reports by gathering visits, leads and sales online and offline tracking, to get **higher visibility on the attribution model** and a better comprehension of the sales process efficiency.

- Integrate L2RM solutions with **assisted sales channels** (online and offline) and **marketing and analytics platforms** (Google Ads, DoubleClick, Facebook, etc.) to get reports with more and better information.

- Identify those marketing campaigns with a better conversion rate, attribute **online advertising investment to specific online and offline conversions** and optimize investment.

- Get **online tracking** data from those leads that got to an assisted sales channel.

- Obtain a more detailed visión about **how traffic behaves** in a website and which events generates.

- Nourish the sales funnel with information about **online and offline interactions**.

- **Enrich audiences** and segments with information about online and offline conversions.

- Personalize the *lead/customer journey* according to leads and clients needs and interests.

Get in touch with us

We are the **leading tech company** in services based in business intelligence for Lead Management in diverse channels, automation and efficient conversion to sale.

We manage over **48M leads per year** of more than 50 clients, in more than 18 countries and that, keeps us at the cutting edge since 2007.

I WANT TO KNOW MORE