Back your decisions with data

With CallRail's robust reporting capabilities, we'll give you details that empower you to make smart marketing choices.

Attribution Reports

Analyze the performance of every online and offline campaign

Lead Attribution Report

The Lead Attribution report shows which marketing sources are driving qualified leads for your business. With this report, you'll get a combined view of all sources and interaction types you're tracking in CallRail. *(fig. 1)*

If you'd like to see deeper insights into the sources, campaigns, and keywords driving specific lead types, you can view specific reports for calls, text messages, and form submissions.

Leads Report

With the Leads report you can view a list of all of your leads at a glance and analyze the touchpoints and milestones that move a prospect from one stage of the sales funnel to the next. *(fig. 2)*

✓ Diving into the lead will give you a visual timeline of how the lead interacted with your business

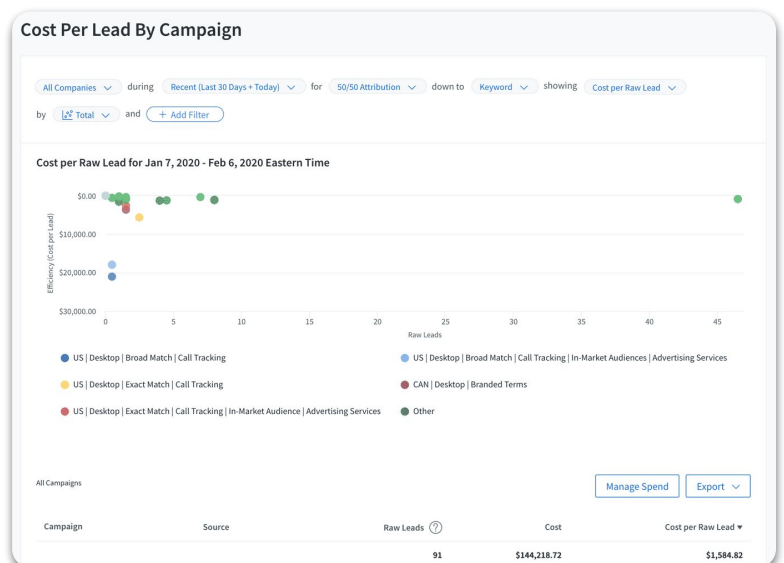✓ Call recording and transcripts, as well as form contents, are available to analyze the lead a little deeper

Call Quality + Outcome Reports

Reduce spend on high-cost, low-lead campaigns

Multi-Touch Cost per Lead Report

The Multi-Touch Cost per Lead report ties your inbound lead data to ad spend from offline sources, Microsoft Advertising, Facebook, and Google Ads, with ad cost data from each platform available right in CallRail.

✓ Get a unified view of all your campaigns from different platforms within our dashboard *(fig. 3)*

✓ You can calculate cost per lead based on five attribution models: first touch, lead creation, 50/50, w-shaped, and qualified

✓ Additionally, our **ROI by Campaign report** will provide CPL data, while pulling in revenue data from the value field, giving you a holistic view of your return on investment

fig. 1

fig. 2

fig. 3

Keyword Spotting and Call Highlights Reports

Conversation Intelligence reports help you understand the frequency of keywords or phrases, and by whom they were spoken, to better evaluate call outcomes. When paired with PPC keyword data, you have all the data needed to understand what your target audience is searching for. *(fig. 4)*

Calls by Tags Report

With the Calls by Tags report, you'll learn which tags are most popular within your calls, and you can use the data to spot important trends about your business's performance.

fig. 4

Call Highlights
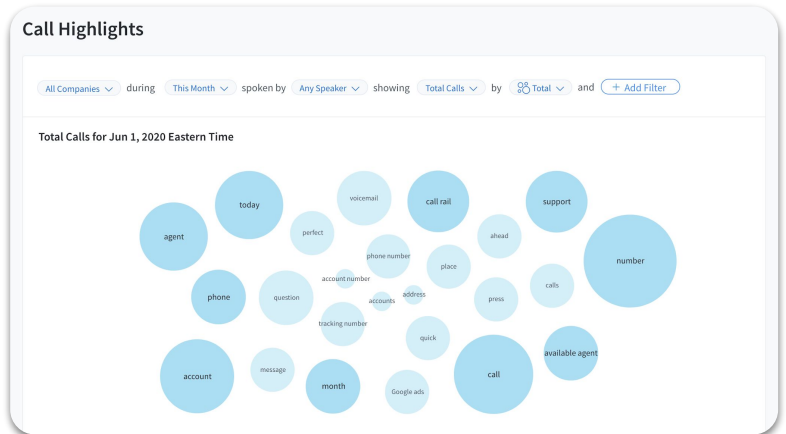
Behavioral Reports

Ensure you're staffed for peak call times

Calls by Day & Time Report

Ensure you're available during peak call times for your business with our Calls by Day & Time report. You can also chart the trends of your inbound phone calls with filtering options that show you how your call volume changes over time. *(fig. 5)*

Missed Calls Report

This report compares answered calls against your missed calls for each day of the week. These insights help you understand peak missed call times, giving you the chance to increase the number of staff available to take calls so you don't miss any sales. *(fig. 6)*

fig. 5

Calls By Day & Time

fig. 6

Missed Calls

Custom Reports

Each report you create can be as unique as the metrics behind it

Custom Reports

Our Custom Reports feature provides the framework and flexibility you need to build powerful reports that prove the value of your campaigns and work.

With Custom Reports, you can save filter sets that give you the most insightful discoveries about your data.

You can pick from an array of metrics for a truly customizable reporting experience. You'll have access to time and call volume metrics up front, with the option to filter your report by things like the tracking number, answer status, marketing source, and even device type. *(fig. 7)*

fig. 7

Custom Reports