



Call & Text Tracking

Assign a unique phone number to track campaign effectiveness by recording every call/text that comes in as a result of the mail campaign, with contact information of respondents when available. Engage prospects and drive incremental conversions by delivering coupons and URLs via SMS from the same tracking number.



Dedicated Number

Receive a local or toll free number dedicated to the campaign to show campaign attribution, measure response rates, and monitor campaign effectiveness. Additionally, identify the most effective messaging and track which campaigns are driving the most leads.



Maps & Reports

Access reports with name, phone and full demographic data when available on each respondent with mapping with Google Maps integration. Analyze the call/text tracking data to gain insights into respondents behavior and capture their contact information to be used in the follow up process to close more leads.



Listen to Incoming Calls & Recordings

Ensure that phone leads are being handled appropriately and use the information as training opportunities or to improve the call-to-action based on caller's inquiries.