

## Lead Gen & CRM

# CallRail integration service

If you use CallRail, our integration lets you automatically sync your customer data into Constant Contact, segment your contacts based on their call tracking data, send more targeted messages, and optimize your sales conversations.

Get the most out of our integration and let us help you prove that your ads, pages, and keywords are driving quality inbound phone calls and new leads!

## Features

- Match inbound and outbound calls through CallRail to your contacts in Constant Contact
- Store links to call recordings in the Life of the Lead
- Create new contacts in Constant Contact based on caller ID information
- Update custom fields based on information such as the link to the call recording in CallRail, a link to the lead in CallRail, duration of call, time of call, and the source, medium, and campaign of the call from CallRail

## Functionality

- Analyze marketing ROI from CallRail in addition to your other digital marketing avenues
- Assign Lead Gen & CRM campaigns based on which business number a contact called
- Trigger automations when a new call is logged, such as send notifications to sales people, initiate email drips, or add people to targeted lists
- See call conversations alongside emails in the Life of the Lead, as well as in Opportunities in Constant Contact's CRM
- Have phone calls become part of the Opportunity Health and activity reporting in the CRM

## Pricing

- \$750 one-time setup fee
- \$75 monthly hosting and support fee
- Requires a CallRail plan with access to API and Webhooks (typically the Advanced tier)



Get the technical services you need to support your business!  
[Submit this form](#) to get started today.