You know what drives form submissions and clicks, but do you know what makes your phone ring?

Even if you’re tracking visits, clicks, and forms, you won’t get the full view of your leads and conversions until you’re tracking phone calls.

Conversions are occurring more frequently over the phone. According to BIA/Kelsey, mobile search will generate 73 billion calls to businesses in 2018, up from 30 billion in 2013. With CallRail’s Direct Connect integration with Marketo, you’ll have visibility into this increasing call lead activity, eliminating lead attribution blind spots.

Integrating Marketo with CallRail gives you the full story behind client behavior and a holistic view of lead activity.

Marketo tracks lead conversions coming in through web forms, but what happens when those leads come through the phone? CallRail’s Direct Connect integration with Marketo means you’ll see the full story behind your prospects’ behavior, even when their path to purchase begins online and ends on the phone.

CallRail’s Direct Connect integration with Marketo allows marketers to use their CRM of choice; no Salesforce connector needed.
Deeper insight into what drives conversions:

**Automated duplicate elimination**
CallRail’s Direct Connect for Marketo combines caller information with Marketo’s web tracking to eliminate duplicate contacts.

**One source of truth**
All lead activities are captured directly in Marketo’s activity log, giving you a holistic view of lead life cycles.

**Call tracking for each visitor**
CallRail measures phone call conversions for website visitors from your digital marketing campaigns.

**Dynamic number insertion**
Campaign-specific tracking phone numbers are populated automatically into online content and displayed to the right audience - capturing the full visitor journey before, during, and after the call.

**Keyword-level tracking**
Understand which campaigns drive phone calls at a granular level. Identify lead sources and associate them back to campaigns and the keywords that drove them.

To get started with CallRail’s Direct Connect integration with Marketo, download our Quick Start Guide from Marketo LaunchPoint or view our support documentation, at [http://www.callrail.com/market](http://www.callrail.com/market). If you are not yet a CallRail customer, contact our sales team at sales@callrail.com to get started.

Make data-driven marketing decisions, improve campaign performance, and close the lead attribution loop by tracking all of your leads with CallRail’s Direct Connect integration with Marketo.