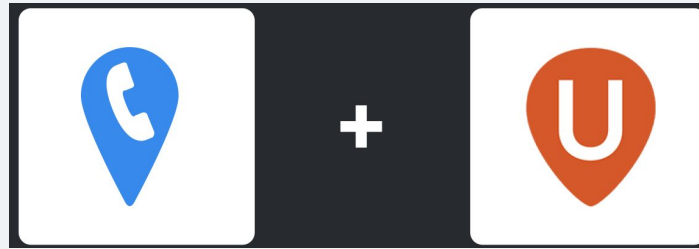


AMA About Call Tracking + GMB



Laura Lawrie, Product Manager

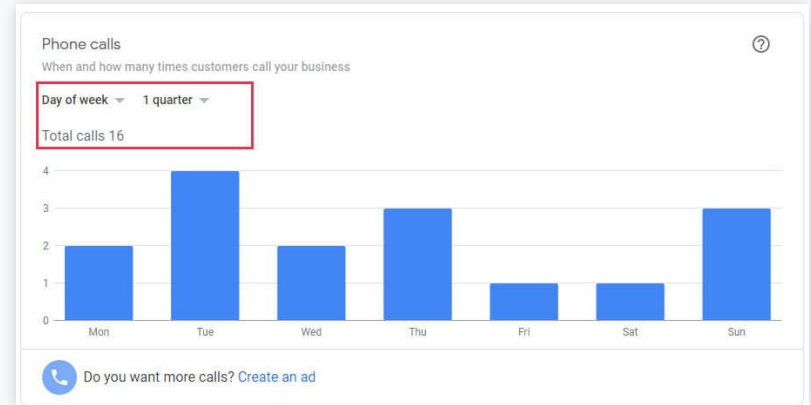
Laura Lawrie

CallRail & GMB

3.25.2020

Google My Business Call Tracking

- GMB includes a basic version of call tracking that can be good for directional data, but has limitations
- Only shows volume of calls over a time series
- Only tracks calls from click-to-call on mobile devices
- Doesn't exclude abandoned calls
- No call insights (duration, repeat v. first time callers, answered status)
- No recordings or transcriptions

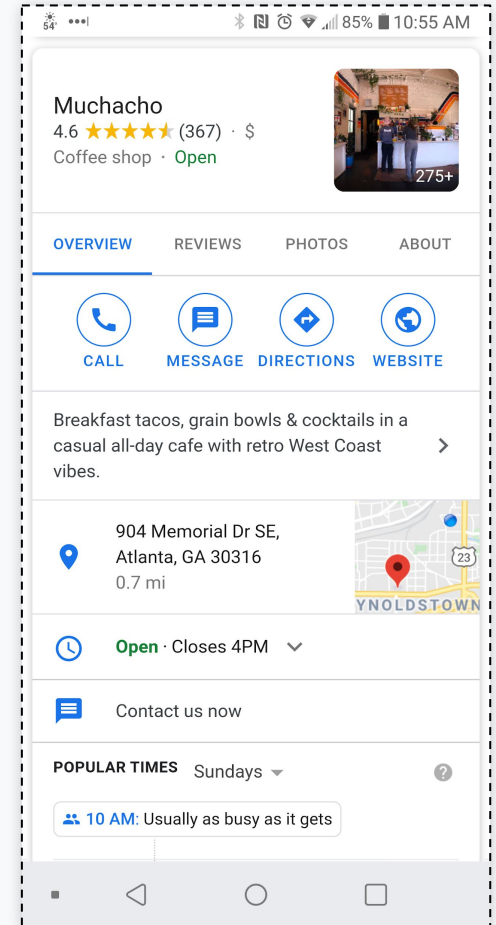


Using **CallRail** with Google My Business:

- Summary call reports + **detailed lead data**
- **Tracks all calls** - click-to-call on mobile devices, copy + paste, desktop view + dial
- Identifies abandoned calls
- Shows the **full marketing journey** of leads contacting your business
- Includes **deep call insights** (duration, repeat v. first time callers, answered status)
- Listen to **call recordings** and read **call transcriptions**, including spotted keywords & call insights

CallRail Google My Business Integration

- Allows customers to track calls **directly from the GMB listing** with a dedicated tracking number
- Attributes relevant calls to source of **Google My Business**, separating leads sourced from GMB from those coming from other organic sources & main-business line calls
- Provides the **granular call data** marketers need to make smart decisions
- Includes **proactive monitoring** of the listing



CallRail & Google My Business

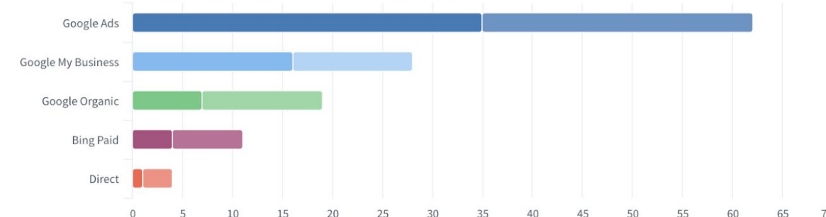
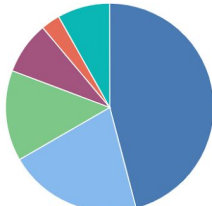
JS CallRail

Activity Reports Tracking Settings

Call Attribution

Displaying data from Recent (Last 30 Days + Today) by Source showing Total Calls by Total and + Add Filter

Calls for Dec 22, 2019 - Jan 21, 2020 Eastern Time



Source	Total Calls	First-Time Callers	Qualified Calls	Average Duration
Google Ads	62	35	30	1m 57s
Google My Business	28	16	13	1m 59s
Google Organic	19	7	12	1m 35s
Bing Paid	11	0	0	0m 0s
Direct	4	0	0	0m 0s

Edit Columns Export

Source	Total Calls	First-Time Callers	Qualified Calls	Average Duration
Google Ads	62	35	30	1m 57s
Google My Business	28	16	13	1m 59s
Google Organic	19	7	12	1m 35s

CallRail & Google My Business

CallRail Activity Reports Tracking Settings

Laverne's Pies Tires Fixed Also ▾

Google My Business

Google My Business Integration Pending

This integration is currently pending.

Complete the steps below then click "Activate" to enable this integration.

- 1 Connect your Google Account**

Google Account
laura@callrail.com

Use a different account, location, or tracking number.
- 2 Connect your GMB location**

GMB Location

Select Location ▾
- 3 Assign a tracking number**

Call Tracking Number

Select Tracking Number ▾ [Where are my other tracking numbers?](#)

Activate

About Google My Business Integration

For more information on our Google My Business integration, see our support article.

[Google My Business Integration Support Article](#)

Disable Google My Business Integration

This will turn off your integration, but keep your credentials saved so that you can re-enable the integration in the future.

Disable integration

[View in Superadmin](#)

INTEGRATIONS
All Integrations
Google My Business
Integration Triggers

WORKFLOW
Tags
Scoring
Keyword Spotting

COST PER LEAD
CPL Sources

NOTIFICATIONS
Call & Text Alerts
Summary Emails
Form Alerts
Chat Alerts

**We're here to answer
your questions!**

CallRail

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