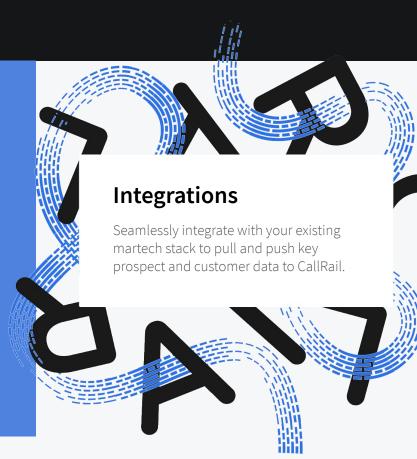# CallRail

Know Your Funnel

CallRail's Form Tracking uncovers what marketing activities, keywords, sources, and campaigns are driving the most qualified leads for your business. Optimize marketing budget and bidding efforts with cross-channel attribution data available at your fingertips.

Attribution: a moving target

The buyer's journey is unpredictable. It can span over days, weeks, months, or even years across several devices. A buyer may land on your site via an ad, later get retargeted for the product via a retargeting email or ad, visit a bookmarked page a week later, and eventually call to purchase the product. How do you view this journey in one place? In order for marketers to spot trends, optimize campaigns, and keep ad spend low, they need to know the actions (touchpoints) that were taken to lead to the sale. CallRail's Form Tracking provides an at-a-glance view of the path taken to become a customer.
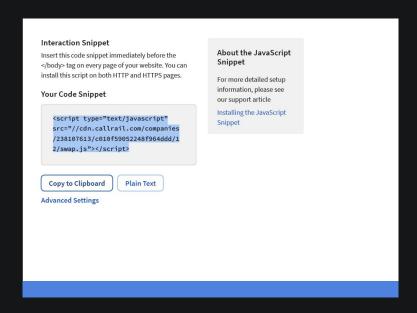
Integrations

Seamlessly integrate with your existing martech stack to pull and push key prospect and customer data to CallRail.

Bing ads

Google Analytics

WORDPRESS

Google Ads

facebook

HubSpot

Interaction Snippet

Insert this code snippet immediately before the
</body> tag on every page of your website. You can
install this script on both HTTP and HTTPS pages.

Your Code Snippet

```
<script type="text/javascript"
src="//cdn.callrail.com/companies
/238107613/c010f59052248f964ddd/1
2/swap.js"></script>
```

Copy to Clipboard   **Plain Text**

Advanced Settings

About the JavaScript Snippet

For more detailed setup
information, please see
our support article

Installing the JavaScript
Snippet
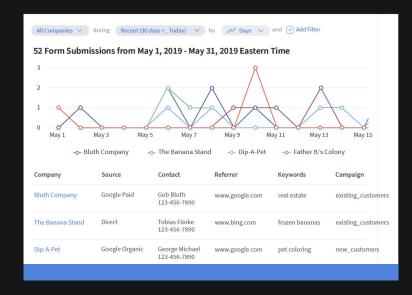
Using Form Tracking with Call Tracking

Unlock granular session-level data to view the entire journey from visitor to customer. With just one snippet of code, you have quick access into what ad networks, ads, copy, campaigns, keywords, etc are top-performing, and generating your best, high-retention customers.

All Companies ⌄   during   Recent (30 days +_ Today) ⌄   by   Days ⌄   and   ⊕ Add Filter

52 Form Submissions from May 1, 2019 - May 31, 2019 Eastern Time

─○─ Bluth Company   ─○─ The Banana Stand   ─○─ Dip-A-Pet   ─○─ Father B.'s Colony

Company	Source	Contact	Referrer	Keywords	Campaign
Bluth Company	Google Paid	Gob Bluth 123-456-7890	www.google.com	real estate	existing_customers
The Banana Stand	Direct	Tobias Fünke 123-456-7890	www.bing.com	frozen bananas	existing_customers
Dip-A-Pet	Google Organic	George Michael 123-456-7890	www.google.com	pet coloring	new_customers

Reporting

Create and save custom sets of data with custom reporting. Marketers and clients can efficiently view multiple campaigns in one place, eliminating the need to cross-reference or frankenstein data from multiple platforms.

Keyword Spotting

Enable Keyword Spotting to automatically tag, apply a value, or qualify a form submission (or call) based on specific words or phrases you want to identify and report on (eg. if a customer selects 'I'm interested in pricing' you could automatically tag it as a lead).