

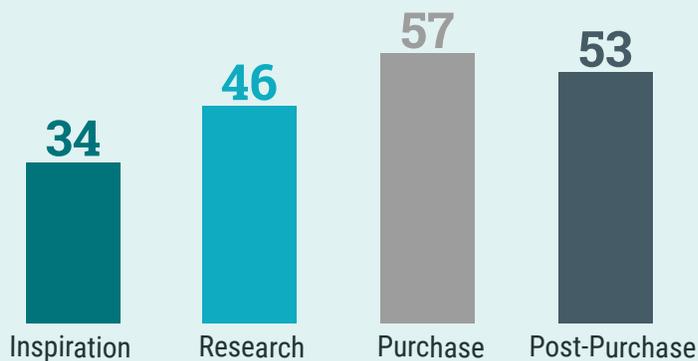
DIALOGTECH FOR FINANCIAL SERVICES

Optimize Your Marketing to Drive More Calls that Convert to Customers

Callers Are the Best Financial Services Leads

Even in today's digital world, phone calls play a critical role in the financial services customer journey. Consumers shopping for mortgages, loans, investments, credit cards, and other financial services want to call a provider to have a conversation. To optimize marketing ROI and customer acquisition, financial services marketers must take the same data-driven approach to driving inbound calls as they do online conversions.

**% of Financial Services Shoppers
Who Call at Each Stage of Customer Journey**



27%
of callers convert to customers
in the financial services industry.

Generate More Calls, Customers, and Revenue with DialogTech

DialogTech's call attribution platform provides financial services marketers with complete visibility into how your digital advertising, website experiences, and offline campaigns drive inbound calls:

- Prove the full impact of your marketing and website on generating revenue
- Invest in local and national campaigns proven to drive calls and customers
- Convert more callers to customers by personalizing each caller's experience using their data

Data and Insight for Every Caller from Your Marketing

Media Attribution

Optimize media spend for the marketing channels, campaigns, ads, keywords, and other marketing interactions driving not just calls, but customers.

Website User Experience

Gain insights into each visitor's path to calling, including their entry page, products and services viewed, and conversion page. Optimize the website experience to drive more calls.

Conversation Analysis

Automatically categorize calls to every branch, call center, and agent to gain deep insights into lead quality, which calls are answered, agent performance, and what was said on each call.

Sales Outcome

Know which marketing programs and site experiences drive callers that convert to opportunities and revenue. Increase sales by optimizing for what's really working.

Source: Google