



CallTrackingMetrics's **26% Pipeline** Lift Powered by SalesIntel



27%
increase in ICP
reach expansion



42%
reduction in
research time



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“SalesIntel’s comprehensive contact and technographic data has been a game-changer for us. It’s expanded our ICP coverage, reduced manual research by 40%, and boosted our pipeline generation by 35%, giving our teams the insights they need to focus on high-potential opportunities and drive impactful competitor campaigns.”



Andie Davis,
Enterprise Business Development Representative

Overview:

CallTrackingMetrics is a leading conversation analytics and contact center automation platform that empowers businesses to turn communication data into actionable insights. By combining advanced call tracking intelligence with contact center automation, CallTrackingMetrics enables organizations to optimize marketing ROI, personalize customer interactions, and streamline sales and service workflows. Over 100,000 users worldwide rely on CallTrackingMetrics to manage and enhance their marketing, sales, and customer service performance. The company has been recognized by Inc. Magazine's 5000™ list, Capterra's Top 20 Call Center Tools, and G2 Crowd as a leader in CCaaS and Inbound Call Tracking solutions.



The Challenge:

CallTrackingMetrics wasn't struggling with lead volume. They needed higher-quality, better-targeted leads to maximize their go-to-market efforts.

- **Incomplete ICP coverage** from previous data providers forced teams to chase down missing titles and accounts manually.
- **Misaligned targeting**, as many of the accounts that appeared promising weren't actually in-market.
- **Time-draining manual research** left sales reps spending more time finding contacts than selling to them.
- **Weak competitive intelligence** limited their ability to engage prospects with targeted messaging based on competitor tech stacks.

With time wasted on research and outreach often misdirected, CallTrackingMetrics needed a smarter, more precise way to fuel their pipeline.



The Solution:

SalesIntel provided CallTrackingMetrics with high-precision, human-verified data and deep technographic insights, empowering their teams to focus on revenue-generating activities rather than administrative work.

- **In-Market Identification** with verified contact data allowed sales teams to prioritize buyers who were actively ready to engage.
- **Technographic Insights** revealed competitor tech stacks, enabling sharper, more personalized messaging.
- **Strategic Advisory Support** provided expert guidance and research assistance, eliminating hours spent digging through LinkedIn and disconnected data sources.
- **Comprehensive ICP Expansion** delivered a broader, more accurate universe of target accounts and contacts.

SalesIntel became more than a data provider, it became a strategic partner in reshaping CallTrackingMetrics' prospecting approach.



The Outcome:

With SalesIntel's support, CallTrackingMetrics unlocked faster, more effective prospecting and saw measurable improvements across their sales funnel.

- **26% increase in pipeline generation**, as more qualified accounts entered the funnel at the right time.
- **42% reduction in manual research time**, allowing reps to focus on selling instead of searching.
- **27% expansion in ICP reach**, giving teams access to more of the right decision-makers across target industries.
- **Stronger competitive campaigns**, powered by real-time technographic and intent insights.

Don't just be inspired by results, create your own. If this success story sparked ideas, let's turn them into action. Request your demo today and get a walkthrough tailored to your goals.

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