

Call Intelligence

Score all incoming calls and identify the most profitable opportunities so you can focus on the leads that matter.

Keeping You Ahead of the Competition

By evaluating, summarizing, and scoring phone call conversions, Call Intelligence offers valuable insights into campaign performance that have the potential to provide both time and cost savings.



- **Improved Campaign Performance:**
Call Intelligence helps us “train” Google to produce higher quality leads
- **Uncover True ROI:**
Track the number of 4-star and 5-star calls
- **Time and Cost Savings:**
Quickly identify leads with the highest profitability
- **Improved Decision-making:**
Gain visibility into your businesses needs
- **Identify Missed Opportunities:**
Follow up on and monetize unanswered leads





Learn More

View the latest video about Call Intelligence to see how it can impact your business: searchkings.com/call-intelligence-video

Score Incoming Calls

Nick Charlie  (556) 866-6967 

  **Score 5:** Customer is experiencing an issue with their heating system and the sales person schedules an appointment for Tuesday morning.

Auto Lead Scoring
for each phone call

Automated Lead Summary
for each phone call

Funnel Phone Leads

 **Call Intelligence**

-  Google Ads
-  Microsoft Advertising
-  Google Local Services
-  All Phone Leads

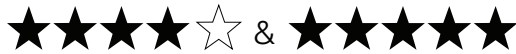
Call Intelligence

Why are leads assigned a score?

SearchKings provides transparency into the value of leads generated from calls for our customers.

By using a standardized rating system to evaluate leads based on star ratings, businesses can better understand the quality of each lead and the potential revenue opportunity associated with it.

What your lead score means:



Good & Great Lead: Considered great leads with a strong potential for revenue opportunity.



Relevant Lead: Considered relevant leads but with a low potential for revenue opportunity.



Unknown Lead: Classified as unknown, indicating that there is not enough information available to determine their revenue potential.



Wrong Lead: Considered to be wrong leads for the business with no revenue opportunity.

Have any questions?

Please reach out to our support team:

Email: sales@searchkings.ca
Call Us: 1 (888) 335-4647 x 1
Text Us: 1 (888) 693-1279

Intelligent Marketing

Great Leads ⓘ 95 ↑ 19	Relevant Leads ⓘ 30 ↑ 7
Unknown Leads ⓘ 7 ↓ 2	Bad Leads ⓘ 2 ↓ 19

Nick Charlie 📞 (556) 866-6967 ★★★★★

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🌟 **Score 5:** Customer is experiencing an issue with their heating system and the sales person schedules an appointment for Tuesday morning.

Identify Lead Sources

Source	Great Calls	Total Calls
Google PPC	88.43%	130
Bing	77.14%	48
Google LSA	73.68%	46
Organic	65.12%	32
Meta	57.85%	26
Yelp	47.34%	22
Lawn Sign	34.34%	15