

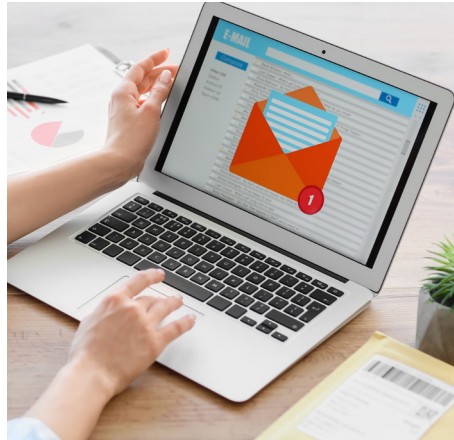
WHY IT'S TIME TO RETHINK MARKETING'S RELIANCE ON **EMAIL.**



Does this look familiar?



Fill out a form.



Get an email confirmation.



Endless follow-up emails.

Fill out a form. Get an email confirmation. Endless follow-up emails until you unsubscribe or purchase.

It's straight from the lead nurturing playbook. You need to collect an email address or your lead doesn't exist. Not literally, but it sometimes feels that way. Email has had it good recently. It's easy to see why email caught fire as the go-to for marketing teams.

- Form fills are digital and easy to track in Google Analytics
- It's easy to send an email
- Marketing automation tools like HubSpot put a premium on email

And, mind you, using email to reach leads isn't wrong. *Relying* on email is.

The purchase path for any business is varied, nuanced, and complex. There are no simple, one-size-fits-all customer journeys anymore. You run ads and promotions across multiple channels...why then force everyone to choose just one path to communicate with Marketing?

There are other channels beyond email.

It's hard to believe sometimes, but there are more options for connecting your team to leads than collecting form fills like they're Pokémon.

And at the risk of sounding like a member of a past generation remembering 'the good old days', we would like to re-introduce you to our old friend who's been putting in the work long before the first email was born:

The phone number.

Phone Number's dating profile:



Phone Number 148yr

📍 less than a mile away

- Calling
- Texting
- Emoji
- Voicemail

Looking for someone to opt-in to receive sms marketing messages, nothing serious.

No spammers, please.

Phone numbers are more nimble than **you'd think.**

“Nobody wants to talk on the phone anymore.”

Even if we were to agree that phone calls are dead ([we don't agree](#)). The truth is phone numbers aren't just for calling.

Email, as powerful as it is, is mostly limited to email. From inbox to inbox.

Phone numbers? You can call them. You can text them. One side of the conversation can text while the other uses a live chat widget. Phone numbers are nimbler and more modern than many marketers believe. And when it comes to deliverability, there's no spam folder for calls and texts.

What's the open rate for text messaging?

Average SMS open rates: [over 90%](#)

Average email open rates: [under 40%](#)



Numbers play nice with CRMs and Sales teams.

Marketing sends emails. Sales hops on calls. That might work for you, but it feels a little like misalignment to us. And [marketing and sales alignment](#) is something every good organization strives for.

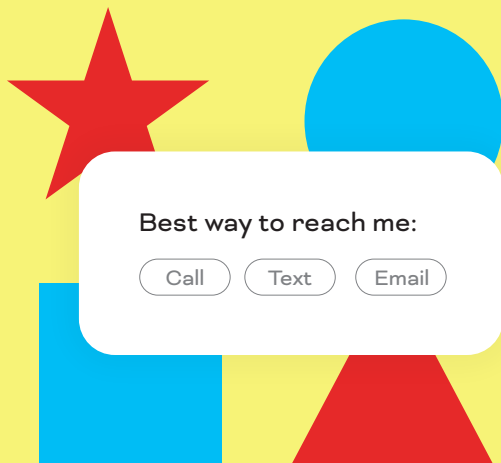
Of course we don't advocate piling all your eggs into one basket. 100% phone outreach doesn't make any more sense than overreliance on email. You should use the form of communication that's right for the moment and right for the lead. If your lead likes to text, use text. And when they're ready for Sales to reach out over the phone, they'll already be used to communicating that way.



Email may open the door, but real trust is built through follow-through. When someone receives a call after an inquiry, it shows that there are real people behind the brand who care enough to have a conversation and help solve a problem.

RYAN HAGGERTY

Sr. Sales & Partnership Manager
CTM



Welcome to the personalization corner:

Personalization isn't just throwing {{first name}} into a subject line. It can be getting to know a lead's communication preferences and using that knowledge to give them a better experience. And when you do find out your lead prefers text, you can still personalize that outreach with {{first name}}.

Online tracking is getting **harder**.

We use email because it's easy to track in your CRM and analytics tools. But that tracking is getting harder. As privacy protections increase, once [key metrics like open rates](#) lose relevance and accuracy.

And digital tracking as a whole is getting harder. Google may keep pushing back the end date of third-party cookies, but the end is coming. The reliability of online tracking is slipping. Offline tracking through phone numbers is available to fill the gaps and continue to fuel data-backed marketing decisions for those who embrace it.

Phone numbers unlock first-party data. Data that you own. Data that is freely given by your leads and customers. What can you do with that first-party data?

- Dynamic number insertion to discover what marketing sources are creating the best leads through your site.
- Conversation intelligence to explore the context of your conversations through AI analysis, call recordings, and transcriptions.
- Integrations to enhance email-reliant CRM contact records or to feed conversions into Google Ads' smart bidding engine.



Do you have enough data to answer executive leadership's questions? If not, you're not alone: [Our report on the state of data-driven marketing](#).

Email is **dead!**

Of course we don't believe that. We'll gladly take your email anytime, just like any marketer would. But, it is time to rethink our overreliance on a single communication tool to nurture and close leads.

The flexibility of phone numbers makes it a great candidate for your marketing arsenal. Give your team the freedom to get creative beyond email drips, to personalize outreach based on preferences, and to start using first-party data to inform your marketing.

Put your phone numbers to work



To learn more about CTM and how we can support the growth of your business, request a custom product demo today.

Book a Demo

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