# Mediahawk extend granular detail for call tracking and marketing attribution

**Thursday 21 January, 2021**

**Latest product release powers outbound call tracking and sales data insights.**

Mediahawk are thrilled to announce their latest release to support evidenced based marketing and sales activities.

It's outbound call tracking and reporting, and sales data import and reporting
software create a genuine 'sweet spot' in terms of understanding which marketing and sales initiatives really do pay off. This is about getting genuine value from inbound call data *and* from outbound calls too. Understanding both provides the power to radically improve marketing and sales initiatives. These two releases really do turbo-charge the quality and impact of marketing and sales decisions.

**Michael Morrell, CEO of Mediahawk, said:**

*"These upgrades give our clients the edge in understanding how and why their customers buy and buy again. Tracking outbound calls creates a layer of key data to better understand which calls have value, and what that value is. The enhanced sales data reporting brings powerful new insights about the customer journey, so it is much easier to make evidence-based strategic decisions.*

*We're proud of the way we innovate and we're proud of the way we listen to our customers. Our products are easy to use and this new release is simply packed full of impressive features, partly because of the things our clients have asked for. It's really exciting to be able to offer packages which together deliver 100% marketing attribution along with insights into every lead and every sale."*

Mediahawk's outbound call tracking and reporting feature does what it says in an easy to use package.

- It tracks activity across all customer touch points to fully understand the effect of outbound calls on lead generation and sales conversion.
- Agents can make notes in real time to enrich later analysis.
- Tailored analytics make a straightforward job of understanding how these calls dovetail with marketing activities.

Similarly, the new sales data import and reporting system uses sales data to fully understand the marketing which drives leads and sales – sale by sale.

- It tracks and shows the full customer and visitor journey.
- Reports are easy to use. Our sales reporting for marketers – and for sales teams – means that you can get to grips with which channels of activity generate the sales conversions.
- It can be used to monitor the value of sales and which products are performing best.

These features are as important for agencies justifying their spend as it is for a business relying heavily on call centre activity. Every business with a sales team needs to know that call time isn't wasted. And for suppliers of Customer Relationship Management systems and business software, these features are an invaluable add-on that really benefits their clients.

Mediahawk's new is release is available from 21 January 2021.

Find out more at mediahawk.co.uk.

**About Mediahawk**

Launched in 2002, **Mediahawk** pioneered call tracking technology and marketing attribution of calls, and have remained at the forefront of the industry. They work across an ever growing range of sectors, including healthcare, automotive, finance, legal, care homes, technology, and marketing agencies, . Mediahawk work very closely with their clients to understand the challenges they face to ensure that they continually develop features that fit the needs of every marketer.

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