

# CONVIRZA AUTOMATES CUSTOM SEGMENTATION FOR CALL TRACKING

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DRAPER, UTAH, UNITED STATES, June 21, 2017 /EINPresswire.com/ -- Today Convirza introduced Custom Sources, a new feature upgrade for all existing and future customers on the Convirza for Advertisers platform. The enhancement allows companies to fine-tune their phone call data collection and marketing campaigns.

Call tracking customers rely on data to make decisions and run their businesses. This enhanced capability enables customizable, detailed phone call tagging which in turn increases call flow insights. Companies may now assign multiple user-defined sources to call flows taking attribution to the next level. Custom Sources can also be leveraged by advanced advertisers for A/B testing

"The companies we serve thrive on precision and robust data," said Nissa Farley, Vice President of Product. "This product upgrade tracks and packages phone calls individually, the way our customers want to see them."

Call tracking is used to trace phone calls from online or offline sources. Companies link phone numbers to specific sources, like a radio ad or web page. When consumers make a phone call, the call tracking software registers the source and directs the call to the designated location. This allows companies to monitor marketing performance and record phone calls. Convirza then processes the calls with its call scoring solution for numerous metrics.

## About Convirza

Convirza combines the next generation of intelligent call analytics with its Conversation Analytics® services, the leading natural language speech pattern recognition software. Since 2001, Convirza's enabled marketers to optimize ROI, close rates, lead quality and call quality. With award-winning features like Dynamic Number Insertion (DNI), true native Google Analytics integration and advanced IVR capabilities, Convirza is the most robust call tracking software on the market. ([www.convirza.com](http://www.convirza.com))

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