

# WSI Partners with CallTrackingMetrics to Elevate Data-Driven Marketing Strategies

TORONTO, ONTARIO, CANADA, March 21, 2025 /EINPresswire.com/ -- [WSI](#) is proud to announce a strategic partnership with CallTrackingMetrics, a leading provider of call tracking and conversation analytics solutions. This collaboration reinforces WSI's commitment to delivering data-driven marketing strategies and empowering its global network of agencies and consultants with advanced tools to optimize customer engagement and marketing performance.

"At WSI, we believe in equipping businesses with innovative digital solutions that drive smarter decision-making and stronger customer connections," said Valerie Brown-Dufour, President of WSI. "Our partnership with CallTrackingMetrics provides businesses with solutions to track, analyze, and refine their marketing efforts, helping them stay competitive in an ever-evolving digital landscape."

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*Valerie Brown-Dufour,  
President of WSI.*

Enhancing Marketing Performance with Conversation Intelligence

Modern consumers interact with businesses through multiple touchpoints—websites, social media, search ads, and phone calls. CallTrackingMetrics enables businesses to bridge the gap between online and offline interactions by providing real-time insights into customer behavior, call attribution, and conversion tracking.

With its AI-powered analytics and automation, CallTrackingMetrics allows businesses to track which marketing campaigns generate phone calls and



conversions, analyze customer conversations for sentiment, keywords, and trends, optimize advertising spend by identifying the highest-performing channels, automate lead follow-ups and customer engagement workflows, and empower WSI Clients with smarter marketing decisions.

Through this partnership, WSI's network of agencies and consultants can now integrate CallTrackingMetrics' technology into their digital marketing strategies, providing clients with improved ROI measurement for paid search and digital campaigns, better customer insights to refine messaging and enhance user experience, and more efficient lead management, driving higher conversion rates.

Jonathan Morgia, Sr. Manager of Inside Sales and Partnerships at CallTrackingMetrics expressed enthusiasm about the partnership, stating: "We're excited to join forces with WSI to help businesses maximize their marketing efforts with intelligent call tracking and analytics. By combining WSI's expertise in digital marketing with our technology, we can empower businesses to make more informed decisions and improve customer interactions at every stage."

#### Strengthening WSI's Commitment to Data-Driven Marketing

This partnership further strengthens WSI's dedication to helping businesses harness the power of data for digital success. By integrating CallTrackingMetrics' solutions, WSI ensures that businesses of all sizes can better understand their customers, optimize marketing performance, and achieve measurable growth.

To learn more about WSI's partnership with CallTrackingMetrics and how these solutions can benefit your business, visit [WSI's Business Resources page](#).

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#### About WSI

WSI is a global network of digital marketing and AI consultants dedicated to helping businesses grow. With 30 years of experience, WSI combines smart, results-driven strategies with a human-centered approach to deliver measurable success. Guided by its mission to unlock a world of possibility, WSI believes digital transformation should enhance—not replace—the people behind a business. This philosophy is reflected in its tagline: Embrace Digital. Stay Human. From simplifying digital marketing complexities to leveraging AI for smarter decision-making, WSI helps businesses cut through the noise and find the right path forward. Whether the goal is increasing leads, improving efficiency, or future-proofing operations, WSI serves as a trusted advisor, providing the strategy, insights, and support needed to drive meaningful growth.

#### About CallTrackingMetrics

CallTrackingMetrics is a leading provider of call tracking and conversation intelligence solutions, helping businesses gain actionable insights from customer interactions. Their platform enables organizations to track, analyze, and optimize marketing efforts while enhancing customer engagement through AI-powered automation. Learn more at [calltrackingmetrics.com](https://calltrackingmetrics.com).

Media Contact:

Laural Samson, Media Representative

CIPR Communications

+1 289-242-9650

[email us here](#)

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