



## Case Study

# How CallRail Attracts Better Leads with a High Volume of Quality Content

### The client

CallRail helps small and medium-sized businesses make the most of their marketing budgets and have more informed conversations with their leads through their innovative Call Tracking software.

“Working with Redpoint has helped us dramatically increase our content for a greater number of verticals. That allows our Demand Generation Team to do their job so much more efficiently. They’re able to run more campaigns, get better information about our products in front of new leads, and attract leads who are more interested in our products. I certainly think Redpoint’s work has helped us reach many of our customer acquisition goals.”



**Caitlin Brett**  
SR. MANAGER OF COPY &  
CONTENT AT CALLRAIL

**Need to increase your content volume without sacrificing quality to attract better leads?**

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## Challenges

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One of CallRail's biggest objectives this past year was to significantly increase their content volume in order to speak more specifically and strategically to their seven different verticals. They needed a partner with a team of writers who could create a range of content from ebooks to blog posts to one-page downloadables. They'd worked with content marketing agencies in the past, but had been disappointed in the inconsistent writing quality, the impersonal nature of the approach, and the lack of knowledge about their products.

*"The level of product understanding is better than we've ever gotten from any other agency. Redpoint really took the time to train the writers, not just on matching tone but also on understanding the product. That comes through 100%."*

**Caitlin Brett**

SR. MANAGER OF COPY AND CONTENT, CALLRAIL

## Solution

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CallRail partnered with Redpoint — a boutique original research and content agency with a team of experienced writers able to create high-quality content for a wide range of industries. Redpoint writers have excelled at matching the tone of CallRail's existing content, understanding the features, benefits, and nuances of their products, and delivering a high volume of top-quality content on time and on schedule.

*"It's been such a relief to delegate a significant chunk of our quarterly content to Redpoint and know without a doubt it's going to be created on time and at the level we need for publishing on schedule."*

**Marisa Timko**

CONTENT MARKETING MANAGER, CALLRAIL

## Results

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- 20+ pieces of content created per quarter
  - Demand Generation Team can run more campaigns that result in better leads and more new clients
  - Industry-specific language and messaging for 7 verticals
  - Turn-key content solution that requires minimal edits or revisions
  - Excellent communication and professionalism, and consistently delivers on-time and on target content
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