6 RESOURCES TO HELP YOU SAVE UP TO 50% ON AD SPEND

Looking for ways to save on your ad spend? Let us help! We've put together some of our favorite marketing resources —from infographics to surveys to case studies—to help you learn how to more effectively measure results, drive more leads, and reduce ad spend up to 50%. Happy marketing!

-The Ifbyphone Marketing Team

1. **MARKETING PROFS INFOGRAPHIC – "HOW MARKETERS ARE MEASURING ROI"**
   Shared over 1,000 times on social media, this marketing measurement inforgraphic gathers key stats about how marketing industry leaders are measuring and investing their marketing dollars. You'll learn about ad spend trends, best ROI per $1 in ad spend, and more.

2. **EMARKETER SURVEY – "Measurement Challenges Stump Marketing Executives"**
   Summarizing the Current State of Marketing Measurement survey, eMarketer highlights which marketing channels are most effectively measured and the tools marketers use to measure results. Worth reading to make sure you aren't missing any measurement weapons in your analytics arsenal.

3. **SEARCH ENGINE LAND BLOG SERIES – "CREDIT IS DUE"**
   Multi-channel, omni-channel and online-to-offline conversion tracking are all becoming increasingly important. This search engine land column explores measuring offline conversions from online advertising activities. Read about industry benchmarks, questions to ask when choosing tools, considering goals when choosing a strategy and more.

4. **WEBINAR SLIDES: HOW TO BOOST LANDING PAGE CONVERSION RATES**
   Access this 19-slide Webinar from two landing page industry experts—Chris Goward of WiderFunnel and Rick Perreault of Unbounce—about how you can boost landing page conversion rates to get more leads without spending more money to drive traffic to your site.

5. **CASE STUDY: REDUCE COST PER CLIENT BY 50%**
   Learn how a marketing agency reduced the cost per new client 50% by implementing marketing measurement tools, enabling them to invest money in high performing campaigns and cut spend that wasn't generating results.

6. **VIDEO: CALL TRACKING & MORE**
   Okay, enough reading. How about a watching a video that's been viewed over 25,000 times by marketers like you? Call Tracking & More will walk you through what call tracking and voice based marketing automation is all about.

Want To Learn More About Call Tracking? Find Us!
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