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TrackDrive adds thinQ Voice to Plivo & Twilio to save money and route high-volume calls

" As we scaled up we knew we had to offer better pricing to lower our costs. thinQ Voice's competitive pricing has worked out very well. "

RICHARD NOLAN
Co-Founder, TrackDrive

TrackDrive

TrackDrive offers call analytics and web-lead to inbound call automation technology to clients around the world.

The firm's marketing technology initiates contact with leads by placing outbound calls, sending text messages via AI technology to auto-respond to incoming messages, and delivering emails to automate and optimize campaign conversions.

OPPORTUNITIES

- Twilio & Plivo offer expensive, limited voice services

- Inability to route high volumes of calls at the best possible price and quality

- Slow response to support issues

SOLUTION

- Add thinQ Voice to support higher call volumes, get wholesale pricing to save

- Provision & port new marketing numbers *fast*

- Customize call routing across 40 high-quality carriers

GOAL
Provide Cost-Effective Voice & Call Tracking

> "We originally were using Twilio and Plivo through their full Rest API integrations, but discovered that they're very expensive. Convenient, but expensive. We had to find a better way."

Richard Nolan, Co-Founder of TrackDrive, has a long tenure in the affiliate marketing world, leveraging technologies like email and text messaging to help his clients connect with potential customers.

Despite his client's preference for digital marketing tactics, a majority of people still prefer making a phone call when they're ready to buy. Plus, adding phone numbers to emails and landing pages on websites added a powerful tracking mechanism to link individual calls back to the publishers and marketing pieces that triggered conversions, providing an invaluable datapoint to help his clients know what's working.

> "As we started dialing outbound to consumers, we needed more upstreams and we didn't want to write another switch or set up another API in full."
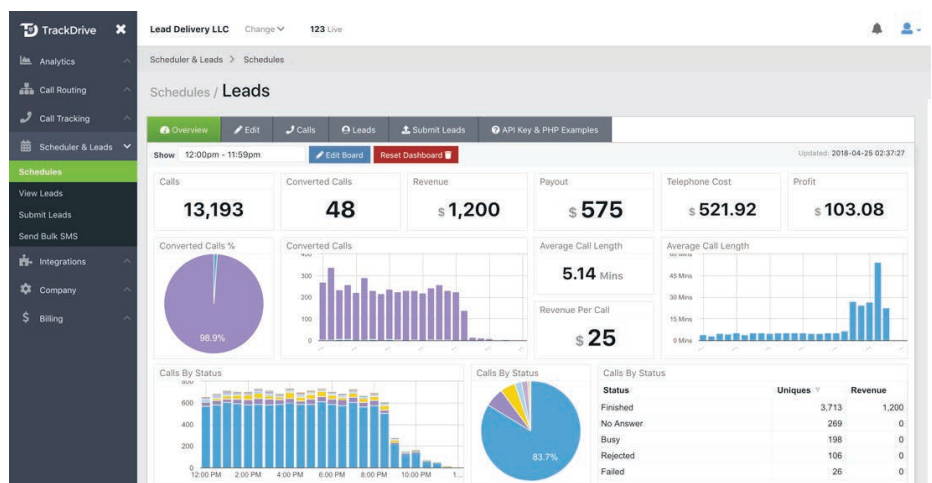
SOLUTION
Integrate thinQ Voice to Unlock Savings & Scale

> "What I was trying to do was find a way to get ahead of our competition as we scaled up. I knew we had to offer better pricing to our clients and lower costs. That's when we found thinQ. Your competitive pricing has worked out very well."

Setting up thinQ Voice was quick and easy, thanks to the Voice APIs offered by Plivo and Twilio with the ability to hardcode SIP carriers. "It wasn't hard at all, it was very turnkey to set up voice termination with your solution. We had to change just a few logical API calls to turn you on, and we didn't have any real issues."

> One of the most important features TrackDrive leverages is thinQ's ability to handle multiple calls per second to scale their call traffic. "We could only have 2 calls per second with Twilio unless we changed our agreement with them. We couldn't let them be the master of our calls, because even 10 calls per second would have been $1,000 per month, and we needed 40."

"It was just too expensive, we couldn't justify it. Now we're able to take advantage of thinQ's inexpensive outbound and inbound calling using the same work we already did with Plivo and Twilio, just for a whole lot less."

> **If you're thinking about leveraging thinQ, I'd say that you're already using the same API calls with Plivo or Twilio numbers. You're paying those exorbitant costs and you're not getting wholesale pricing for your calls. If you switch from using their numbers with their Rest API, and move your numbers to thinQ you'll save a ton of money by not using their voice initiation and use SIP and thinQ instead.**

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Ready to eliminate your
Twilio & Plivo pain points?

Want to decrease your
costs by 50% or more?

There is a better way.

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