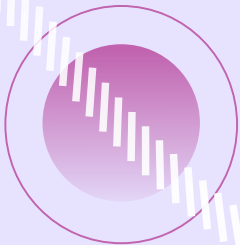




How Broken B2C Buyer Journeys Hurt Revenue Growth

Is your company's buying journey broken? Learn how you can fix it.

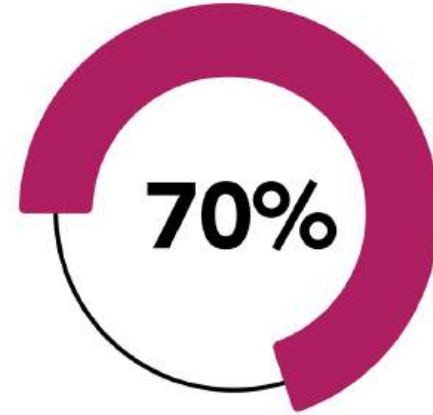


The Modern Buyer Journey Is Broken

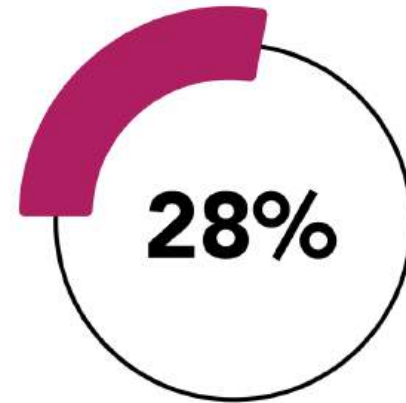
While most companies can track online conversions, phone call conversions are a big blind spot. As a result, marketing and sales teams struggle to create seamless omnichannel experiences that drive revenue growth.

The Buying Journey Lacks Ownership

Most B2C sales and marketing leaders do not fully understand the buying journey. A lack of ownership contributes to this. The result: a disjointed buying experience that drives down revenue.



of leaders think their buyer journey lacks a clear, unified owner



of companies are very confident that they understand their customers' full buying journey

Source: Invoca, 2024

Offline Data and Silos Create Blind Spots

Poor understanding of the buying journey is attributed to a lack of visibility into calls and disjointed data.

Without visibility into how phone leads convert in contact center or business locations, there's no way to improve lead quality or prove ROI.

The biggest barriers to understanding the buyer journey:

1. Visibility of offline interactions i.e. phone calls

54%

2. Accessing data from other departments

48%

3. Unifying online and offline data

38%

4. No single source of truth

36%

5. Visibility of online interactions

35%

Source: Invoca, 2024

The Contact Center is a Revenue Generator

Many B2C businesses convert their highest-value leads and generate revenue through the contact center.

Reported percentage of conversions that occur on the phone:

80-100%

7%

60-80%

33%

40-60%

41%

20-40%

20%

Source: Invoca, 2024

The Broken Buyer Journey

But the Contact Center is Still Seen as a Cost Center

The contact center is a critical revenue-generating channel, but most still view it as a cost center.

When it isn't viewed as a revenue center, the buyer journey becomes fractured because teams are more likely to be siloed, fail to share data, and align on goals.

Is the contact center a cost center or a revenue center?

Cost center

59%

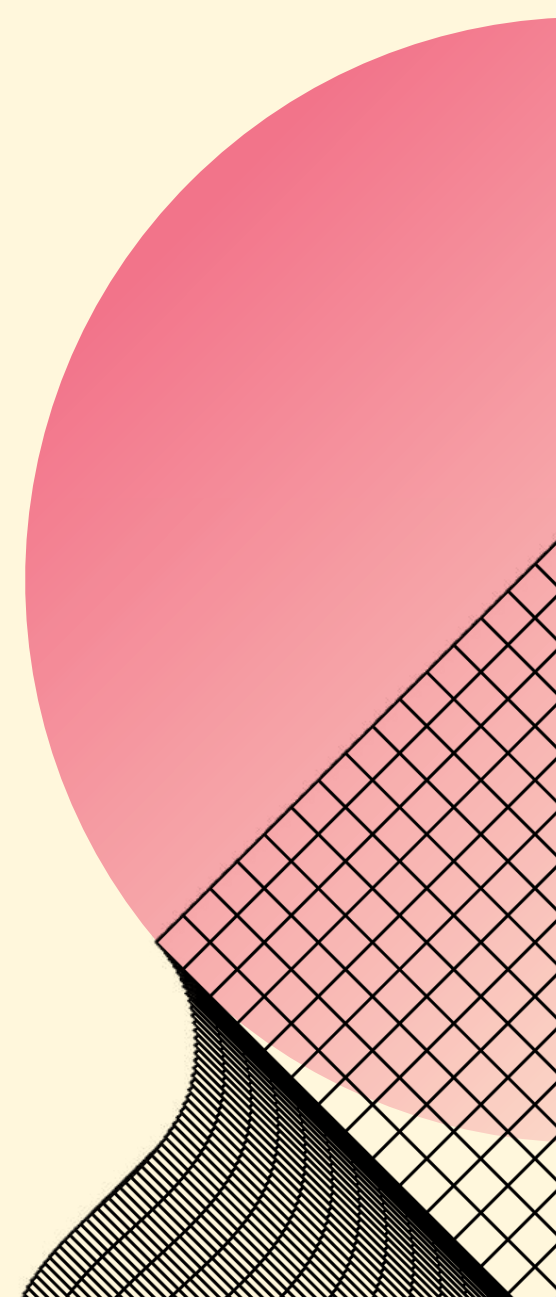
Revenue center

41%

Source: Invoca, 2024

Lack of Data Access Across Teams Harms the Buying Journey

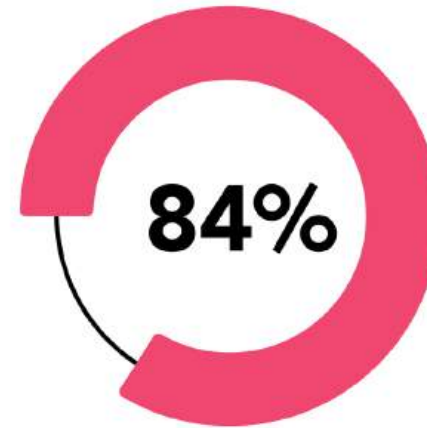
Marketing and sales teams often lack the right data to optimize the buying journey. Marketing teams lack conversion data for the phone leads they drive, while contact center teams lack intent data for calls. This results in disjointed experiences that hinder revenue growth.



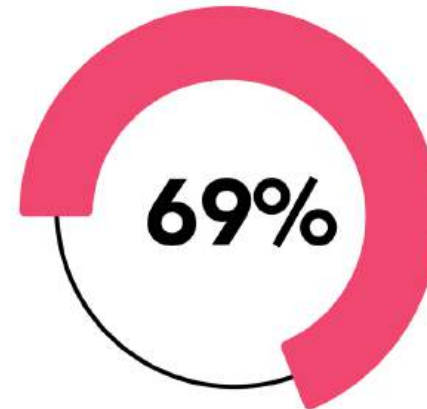
Revenue Attribution is Critical, but Hard to Get

When marketing teams lack revenue attribution, they're unable to understand which campaigns drive high-quality leads.

As a result, they could be sending low quality leads to the contact center, which eat up unnecessary time and resources.



of marketing leaders say it's very important to directly attribute revenue to marketing investments



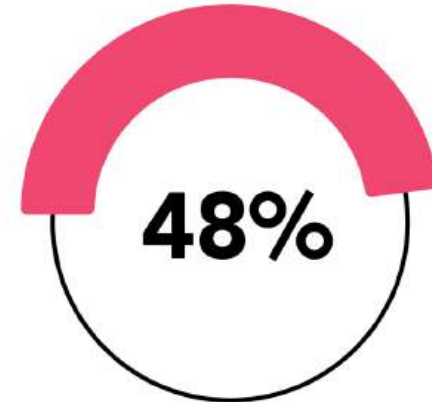
of marketing leaders have inadequate revenue attribution to tie phone calls back to specific marketing campaigns

Source: Invoca, 2024

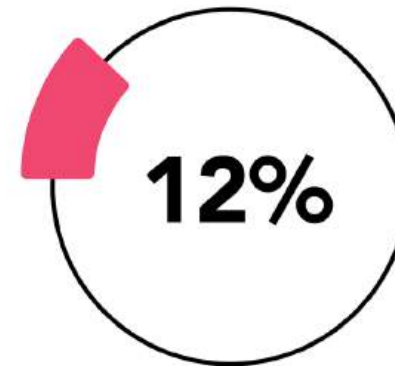
Sales Has Limited Visibility into How Marketing Drives Leads

Without this visibility, sales has no context about where phone leads came from and what promotions drove them.

This can lead to disjointed talk tracks that don't align with marketing messaging, confusing potential buyers.



of sales leaders have inconsistent visibility into how marketing campaigns drive phone leads

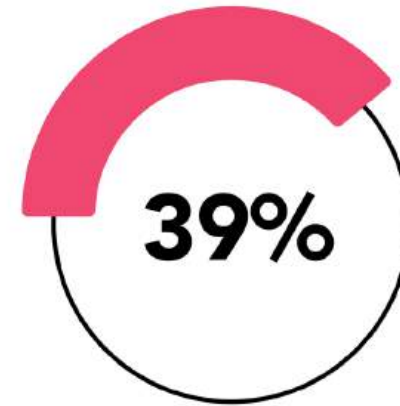


of sales leaders strongly agree that they can attribute revenue from phone calls

Source: Invoca, 2024

Marketers Have Limited Access to Contact Center Data

Most marketing teams can see if prospects engage with digital assets — but their analytics stop there. Once they leave the digital experience and pick up the phone, you have no idea if they dropped out or continued their journey and converted offline..



of marketing teams have limited or no access to contact center data (e.g. phone lead conversion data)

Source: Invoca, 2024

Access to Contact Center Data Boosts Performance

When marketers can track which campaigns drive high quality phone leads to the contact center, they can double down on what's working and cut what isn't.

Impact of access to contact center data on lead quality:

Significant impact

27%

Some impact

50%

Small impact

15%

No impact

6%

Source: Invoca, 2024

Without the Right Data Access, Teams Can't Control Their Revenue Destiny

Teams that have complete visibility into the buyer journey can make smarter optimizations to improve it.

How much control does your team have over revenue outcomes?

Complete control

15%

Some control

50%

Limited to no control

36%

Source: Invoca, 2024

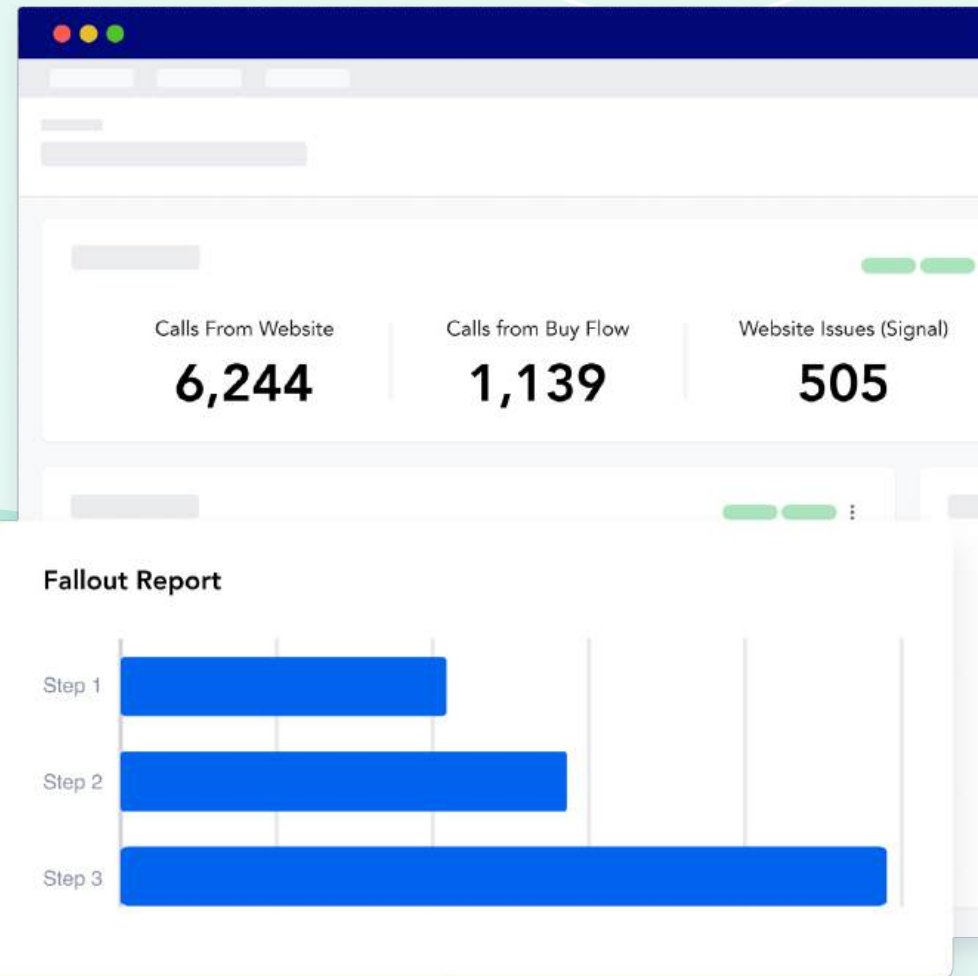
5 Ways Revenue Execution Platforms Unify the Buying Journey

Revenue execution platforms are AI-powered solutions that connect the entire buying journey. They work by bridging the data gap between the marketing team that engages customers and the sales teams that close deals.

How Revenue Execution Can Help

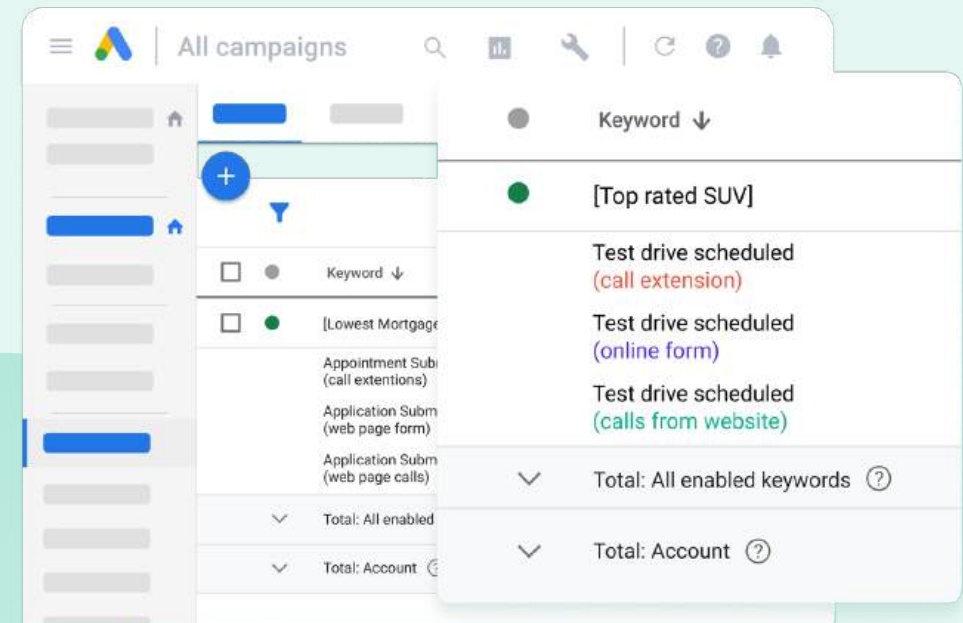
1. Improve the Value of Phone Leads

Revenue execution platforms enable you to detect when consumers leave the digital buying experience and call your business. Insights from these calls help you eliminate barriers to purchase so more customers can convert online, freeing up your agents for high-quality leads.



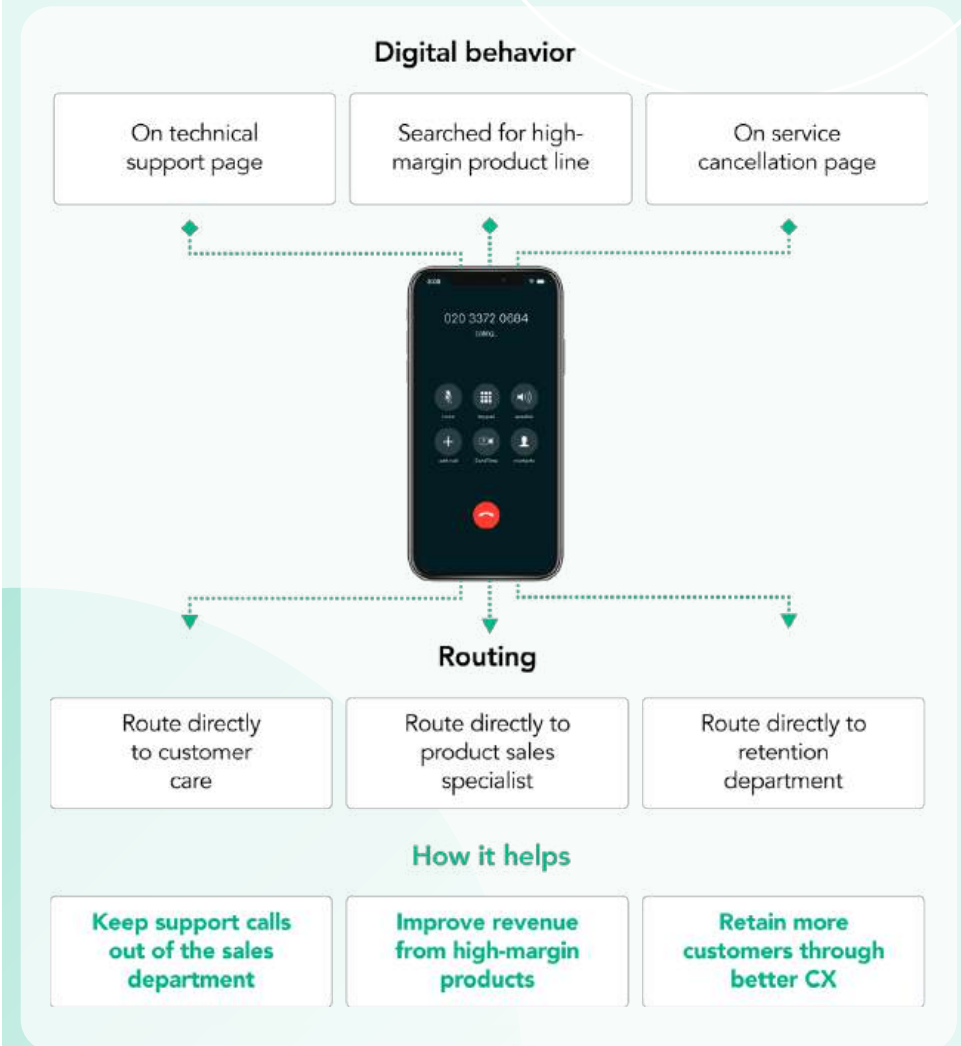
2. Activate Call Conversion Data in Your Tech Stack

A revenue execution platform has deep integrations with the tech your team uses every day. This allows marketing and contact center teams to easily share data and collaborate to improve the customer journey.



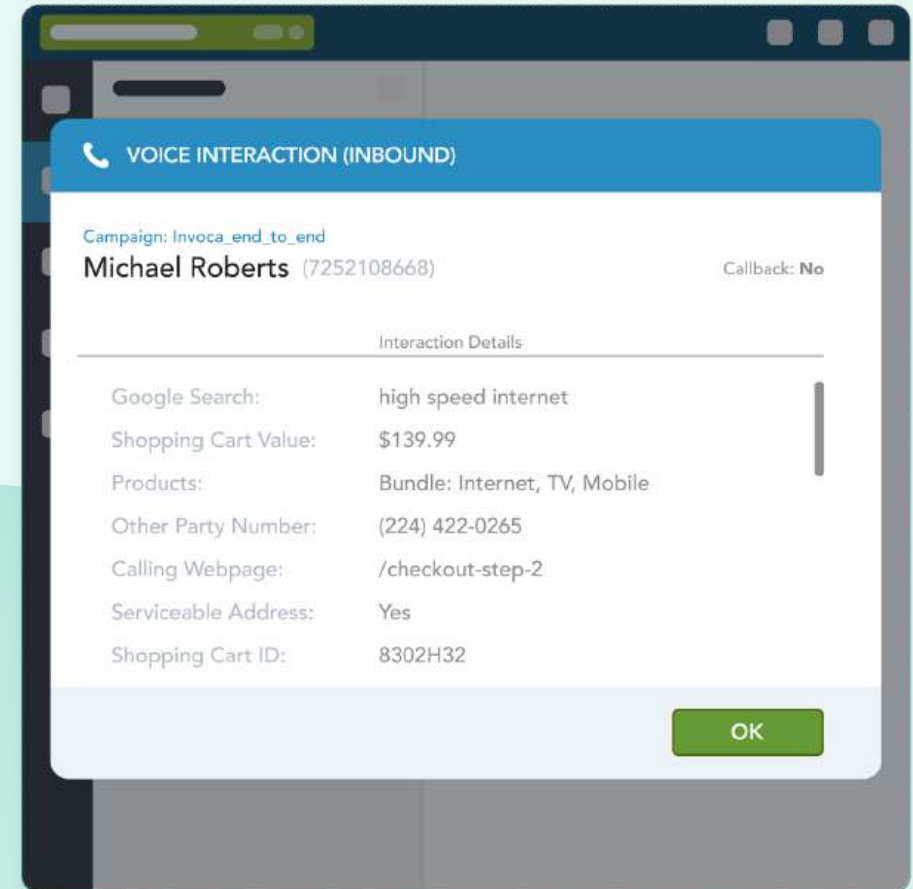
3. Connect Callers to the Right Agent Immediately

By using data from the caller's digital journey before the call, solutions like Invoca can automatically route callers to the sales agent best equipped to handle their inquiries. This improves the customer experience and increases conversion rates.



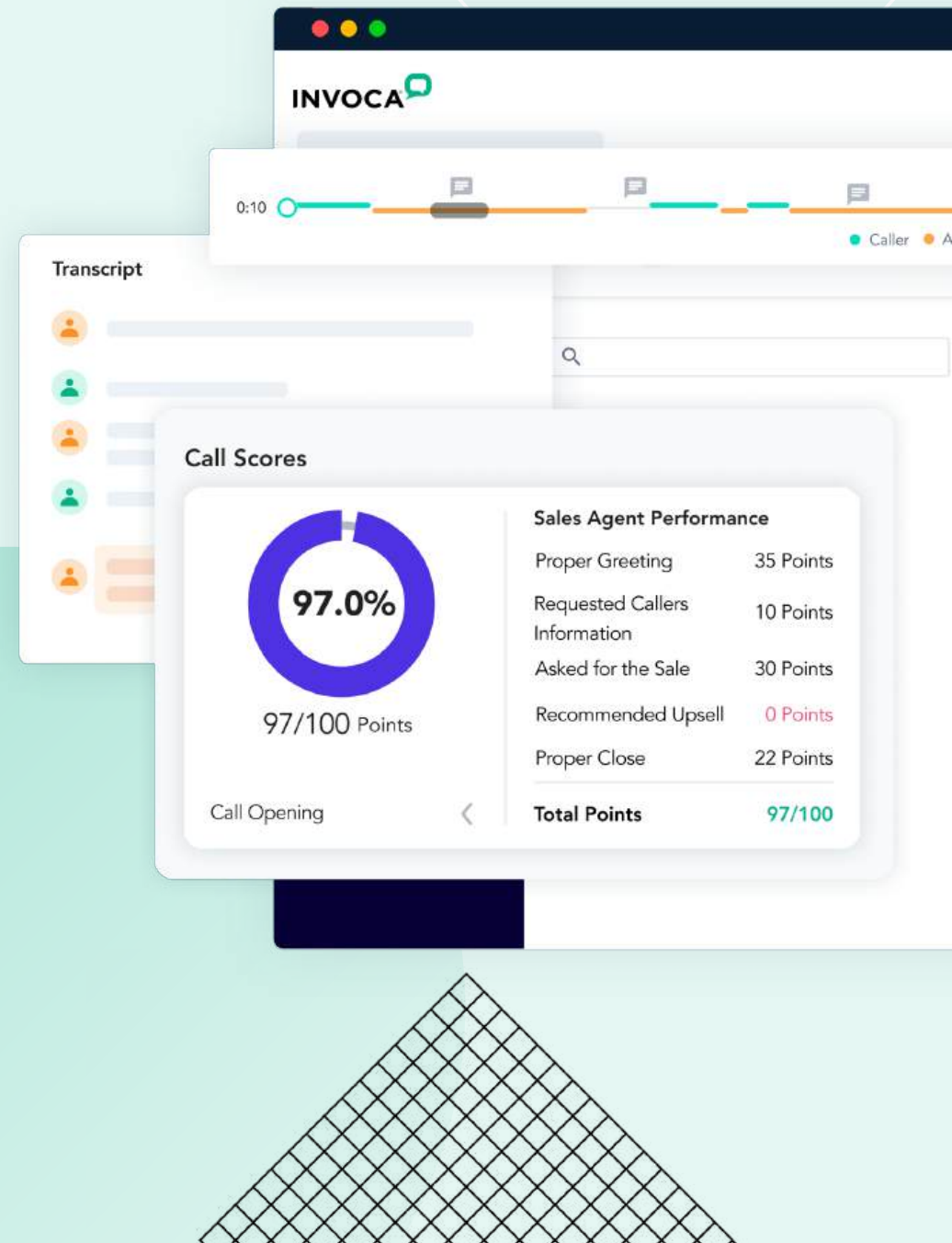
4. Arm Agents with Pre-Call Insights to Greet Callers like VIPs

Invoca PreSense gives contact center agents insights about the caller's digital journey before the call begins so they can greet them like VIPs. These personalized experiences improve the buying journey and boost close rates.



5. Score Calls with AI to Improve Agent Coaching

Revenue execution platforms use AI to automatically score calls according to your organization's criteria. This allows you to train your agents more effectively, so they provide top-tier customer experiences that build lasting loyalty.



Drive More Revenue with the Revenue Execution Leader

With Invoca's leading revenue execution platform, revenue teams can connect paid media investments directly to revenue, align marketing and contact center sales teams, improve digital engagement, and deliver the best buyer experiences to drive more sales.

Get the Forrester Wave™: Real-Time Revenue Execution Platforms, Q2 2024 report or request a demo to learn more.

[Download the report](#)

[Get a Demo of Invoca](#)

THE FORRESTER WAVE™
Real-Time Revenue Execution Platforms
Q2 2024



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