

Invoca + Google Ads Success Stories

Learn how leading
brands use this
integration to
boost ROAS



Introduction

Invoca and Google Ads are better together. When you combine these powerful solutions, you can track the quality of the phone leads your campaigns and keywords drive. This allows you to calculate your full ROI and make a stronger case to defend your marketing spend. In addition, you can use Invoca's data to improve your Smart Bidding strategy, enhance retargeting, and reduce cost per lead.

We've collected some of the top Invoca and Google Ads success stories for you in this handy guide. Keep reading to discover how these leading brands boost their ROAS with Google Ads + Invoca:

The logo for eHealth, featuring the word "eHealth" in a green sans-serif font with a registered trademark symbol.The logo for MoneySolver, featuring a colorful icon of four stylized human figures holding hands in a circle, followed by the text "MoneySolver" in a blue sans-serif font.The logo for Comfort Keepers, featuring a blue heart shape with a white outline and a small red heart inside, followed by the text "Comfort Keepers" in a blue sans-serif font.The Verizon logo, featuring the word "verizon" in a red sans-serif font with a yellow and red checkmark-like shape above the "v".The logo for BBQGUYS, featuring a stylized orange flame icon above the word "BBQGUYS" in a bold black sans-serif font.The logo for Physicians Mutual, featuring a stylized blue and yellow "P" icon followed by the text "Physicians Mutual" in a black sans-serif font.

[Learn more >](#)

“One of the great things about Invoca is that it acts as a hub for us. A lot of data goes into Invoca and we’re able to connect it to Google Ads, SA360, Bing, Facebook, Adobe Analytics, and more.”

VP of Analytics and Reporting

THE RESULTS



\$3 million+
in cost savings



60% reduction
in click-to-call CPA



20% reduction
in CPA



20% increase
in conversion rate

THE STORY

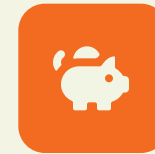
eHealth wanted to get attribution for the phone call conversions its paid search ads drove. To close the attribution loop, eHealth integrated Invoca with Google Ads. This allowed them to optimize their paid media against events that were happening on the phone, resulting in a 20% decrease in CPA and a 20% increase in conversion rates — just by feeding Invoca data to Google's Smart Bidding algorithm. They were then able to reinvest their savings in future campaigns, multiplying their efficiency gains.

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“Invoca’s Google Ads integration has been really beneficial for our marketing team. Google knows how to optimize for high-performing phone leads because it gets attribution data from Invoca right away. This has helped us increase our return on ad spend by 30%.”

Christina Rosa, VP of Marketing

THE RESULTS



30% increase

in ROAS from digital marketing and affiliate programs



2x increase

in close rate at the contact center

THE STORY

Phone calls are an important conversion point for MoneySolver's marketing team and they needed granular attribution to track and optimize campaigns. With Invoca's Google Ads integration, MoneySolver gets attribution for which campaigns, ads, and keywords are driving the highest quality calls, so they can double down on their best programs and avoid wasting spend on underperforming ones. In addition, MoneySolver uses Invoca to QA sales agent performance and ensure phone leads from Google Ads are being converted at a high rate.

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“Comfort Keepers’ main goals for Google Ads are to find people who buy their services and people qualified to work for franchisees. It’s very important for us to be able to only use calls that fit those categories in our decision making, and that’s what Invoca’s AI provides. We now have the data to optimize bid strategies towards driving the most relevant calls.”

Bryan Huber, Worldwide Vice President, Digital Marketing

THE RESULTS



20% increase

sales inquiries from paid search



50% increase

in phone sales conversions from paid search



59% increase

in annual call volume from Google Ads



50% lower

overall cost-per-call



14% increase

in conversion rates from job applicant calls

THE STORY

Most people engage with Comfort Keepers' Google Ads campaigns by calling. Comfort Keepers needed visibility into what was happening on these calls at scale so they could optimize to drive more high-quality phone leads. With Invoca's Google Ads integration, Comfort Keepers now understands which calls from Google Ads keywords, ad groups, and campaigns were valid sales or job leads and if they converted. This allows Comfort Keepers to drive more high-quality phone leads while reducing cost-per-call.

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“The results from integrating Invoca with Google Ads Smart Bidding have been fantastic. We’ve increased conversion rates while lowering our cost per acquisition. Plus, the automation and scaling benefits have taken us to the next level.”

Jason Hazlewood, Director of Online Experience & Usability

THE RESULTS



80% reduction

in wasted ad spend



50% increase

in total revenue from non-branded paid search keywords

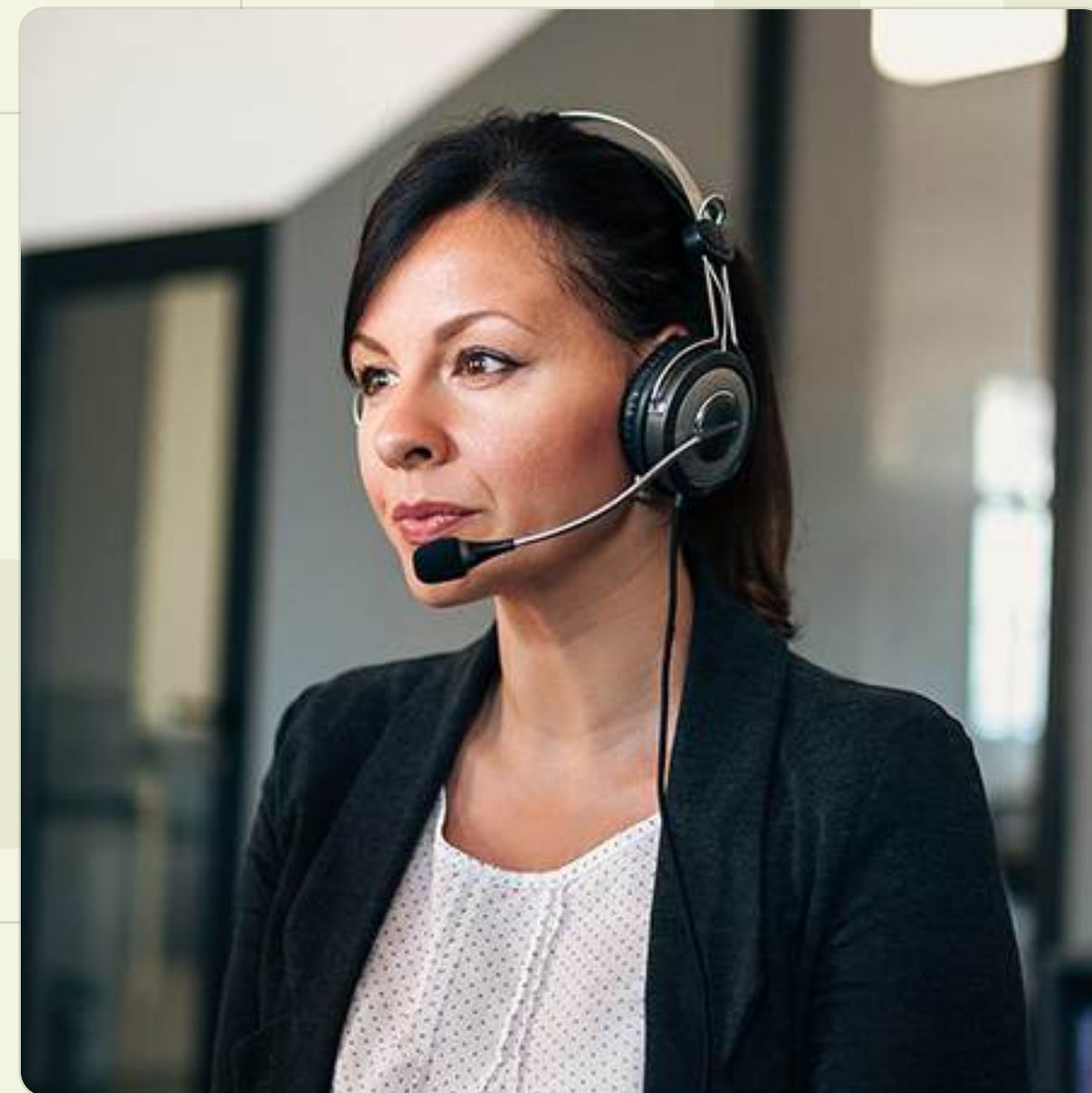


50% increase

in order volume from non-branded paid search keywords

THE STORY

The majority of ISG's conversions happen over the phone, but they didn't have a clear view of which marketing campaigns and website pages were driving the best sales calls. Now, with Invoca, ISG can get granular call attribution from Google Ads. This allows them to understand the quality of calls each keyword and search query is driving. As a result, they can allocate more budget to their best-performing campaigns and cut spend on campaigns driving non-sales-related calls.

[Get the full case study >](#)
[Get a custom demo >](#)


“Invoca shows us exactly how much value each Google Ads keyword is driving, both online and over the phone. We can then double down on what’s working and cut what’s not. This has helped us increase our ROI, and prove our results.”

Kellyanne Perez-Vera, Marketing Activations Manager

THE RESULTS



Gained visibility

into ad channel performance and caller intent



Increased ROI

from Google Ads campaigns



Created seamless

end-to-end buying experiences

THE STORY

With Invoca, Verizon can understand not just the quantity of calls their Google Ads campaigns drive, but the quality as well. For example, they can track how many calls are from high-intent or repeat callers. They integrate Invoca data with Google Ads and Search Ads 360 so they can use it to inform their bidding strategy. This allows them to allocate more budget to the keywords that are truly driving the most value. They can also cut wasted spend on keywords that are driving non-sales related calls.

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“Invoca shows us the true, verifiable number of sales calls our Google Ads campaigns drive. It’s helped us significantly increase our conversion rates.”

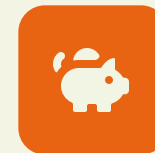
Brian Todd, Senior business analyst

THE RESULTS



16% increase

in phone call conversion rate



14% digital ad spend savings

while increasing conversion rate & value per call



11% increase

in average revenue per sales call



5.6% decrease

in cost per acquisition on paid marketing campaigns

THE STORY

In the past, the BBQGuys team couldn't attribute sales calls to the Google Ads campaigns that drove them — this left them unable to calculate their true ROI. With Invoca, the team can get detailed reporting about how many sales calls each of its Google Ads drive — and how much revenue each of those calls creates. This allows them to double down on what's working and cut spend on underperforming keywords.

Invoca also pushes call conversion data back into BBQGuys' martech platforms, so that they know when the customer has made a purchase offline. They use this information to retarget the caller with ads for relevant companion items or suppress them from future campaigns to conserve their budget.

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“Invoca shows us the true, verifiable number of sales calls our Google Ads campaigns drive. It’s helped us significantly increase our conversion rates.”

Tori Reavis, Program Manager - Lead Generation

THE RESULTS



2x increase

in conversions for marketing campaigns



Decreased

cost per acquisition

THE STORY

Physicians Mutual partnered with Invoca to get more insight on calls generated from online and agent activity. With Invoca, the Physicians Mutual marketing team can track how many phone leads each Google Ads campaign, ad group, and keyword drives. They also use Invoca's AI-powered signals to understand if each caller converted and how much revenue they generated. They stream this data into Google Ads to inform the smart bidding algorithm. This allows them to scale their results and let Google's AI automatically bid on the keywords that are driving the most valuable phone leads.

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Boost Your Google Ads ROAS with Invoca

Invoca takes Google Ads to the next level by tracking the phone leads each campaign, ad, and keyword generates. Invoca uses AI to analyze the quality of each phone conversation and extract actionable insights. With this data, you can optimize your campaigns to drive more high-quality phone leads at a lower cost.

Request your personalized demo to see it in action!

[Get a demo of Invoca >](#)

