



The Revenue Execution Playbook for B2C Marketers

5 Plays for B2C marketers to drive more revenue and boost customer acquisition without spending more on advertising

PLAY 3:

Optimize Social Media Ads with 1st-Party Data

Global social media ad spend overtook paid search last year. Ad spend on Meta alone will surpass traditional TV by 2025. Investment in TikTok ads is accelerating. Social media is on top of the advertising investment heap for good reason — consumers are glued to social platforms.

There’s no denying that brands have to invest more in social media advertising to stay relevant and sustain growth without sacrificing paid search success. But that doesn’t mean marketers are being handed piles of cash to shovel into the social media ad machine. The reality is, they’re facing more pressure than ever to drive bigger returns from their budgets and directly tie their investments to revenue.

This isn’t always simple, especially for marketers in healthcare, automotive, home services, financial services, and other industries who rely on social media to drive awareness and as a retargeting channel. These marketers must create social advertising that targets the right ad to the right buyer at the right time, which has become more difficult as third-party cookies are deprecated and other third-party data sources are regulated out of existence.

This balancing act is tricky enough for digital activity, but meeting that challenge is nearly impossible when you’re missing a critical component: first-party data from the inbound phone calls your digital campaigns drive.

How Missing Call Data Impact Social Media Advertising



Inaccurate measurement

If you can’t measure offline conversions that happen in the contact center or business locations, you could be missing half or more of the conversions you drive. This results in inflated CPA and underreported revenue.



Poor optimization

Phone calls provide rich data on exactly which social media advertising efforts drive results. You can’t optimize your ad spend to drive the highest-value leads without accurate call data.



Inaccurate audience targeting

It’s likely that your highest-quality leads convert over the phone. If you don’t know who they are and can’t connect that data to your social media ad platforms, you can’t build high-performing audiences.



Poor retargeting performance

Without data on call conversions, you spend budget retargeting customers who already converted and miss opportunities to retarget unconverted high-value leads.

Optimize Social Media Ads with Complete Buying Journey Data

Invoca’s solution uses AI to capture first-party data from phone calls and activate it across your marketing tech stack, including social media platforms, to optimize your social media advertising ROAS, prove your performance, and maximize revenue growth.



We offer more social media integrations than any other revenue execution platform. Some don’t even have integrations with Facebook, let alone TikTok, Snap, and Pinterest. Others require that you use third-party software like Zapier for their “integrations” that limit the actions you can take with your data. Our no-code social media advertising integrations include:



Here’s how to get more from your social ad investments with Invoca’s social advertising integrations.

Accurately measure online and offline conversions and revenue from social ads

With Invoca’s social media ad platform integrations, you can accurately measure 100% of the leads and conversions your social ads drive over the phone. Invoca’s AI automatically analyzes every phone call your campaigns drive to determine product interest, lead intent, conversion events, and more. Through the integrations, this data can be streamed to all your social ad platforms, giving you complete visibility into the role social advertising plays in the buying journey.

With this data, you can quickly test and learn which efforts drive the best results and see how your social media campaigns stack up against search and other channels that drive leads to call.

The image shows a mobile app interface for 'INVOCA CONVERSATION PROFILE'. It displays a list of call data points and call quality metrics. Three callout boxes point to specific features: 'Understand consumer intent, lead quality, and campaign attribution' points to the 'Product in Cart' field; 'Automatically measure intent, outcomes, and conversions to understand best-performing media' points to the 'Outcome' field; and 'Activate data across all your social ad platforms' points to the social media icons at the bottom.

Field	Value
Search Keyword	"high speed internet"
Google Click ID	542186921
Campaign	Bundle & Save
Web Visitor ID	X854962
Serviceable Address	True
Product in Cart	Internet & TV
Calling Page URL	/checkout
Caller ID	404-464-0231
Interest Driver	Moving
Manager Escalation	False
Outcome	New service activation
Agent	Candace Yen
Mentioned Promotion	True
Call Quality Score	6.6/10.0

Callout 1: Understand consumer intent, lead quality, and campaign attribution

Callout 2: Automatically measure intent, outcomes, and conversions to understand best-performing media

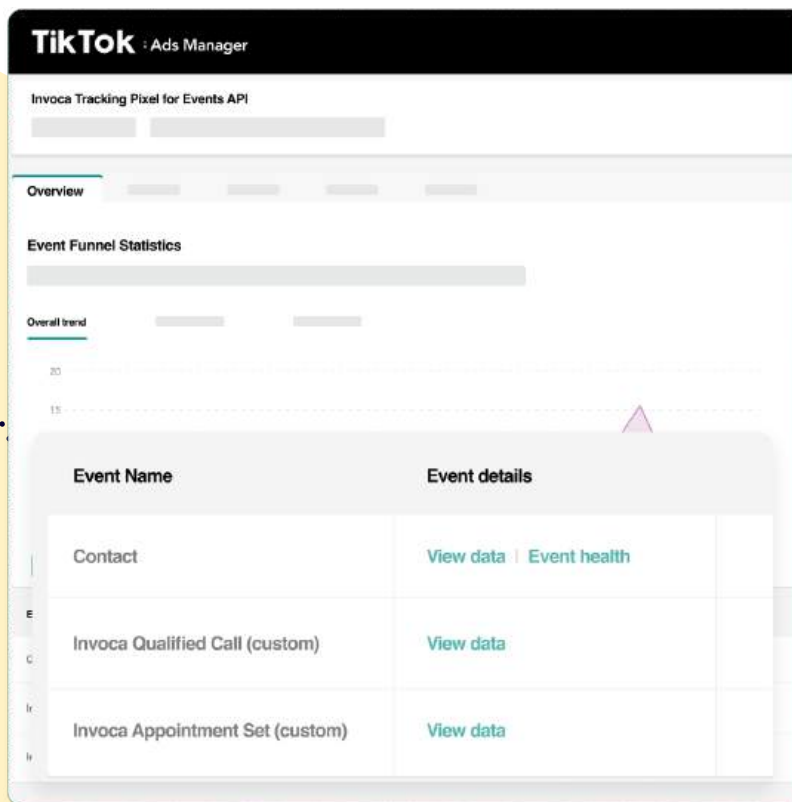
Callout 3: Activate data across all your social ad platforms

Best of all, you can finally get credit for every lead and conversion your campaigns drive across all digital platforms including paid search and social media. This means you get accurate ROAS and CPA metrics that you can use to defend your marketing budget. With our available CRM integrations, you also get direct revenue matchback that shows exactly how calls from your social ad campaigns contribute to the bottom line.

Optimize social ads with call intent and outcome data

When you know which social media ads drive the most leads and conversions online and over the phone, you can optimize every ad to drive the best results and ROAS. Invoca's AI automatically detects caller intent and conversation outcomes, connects that data to revenue generated from the call in your CRM, and activates it all in your social media ad platforms so you can make more informed decisions to optimize for quality leads, conversions, and revenue.

With a complete picture of your performance that includes conversions that happen on the phone (or not!), you can pull back spend from ineffective campaigns and put more behind the ones that drive revenue.



Improve retargeting and suppression

With Invoca, you can use what callers say on phone calls to retarget the right leads with the right ads across all of your social media ad platforms, increasing your conversion rates and ROAS.

Invoca’s AI automatically captures if each caller is a lead, what their product interest is, if they converted on the call and more. Invoca passes that data to your social ad platforms to determine how to engage with each caller based on the intent and outcome of their conversations, including:



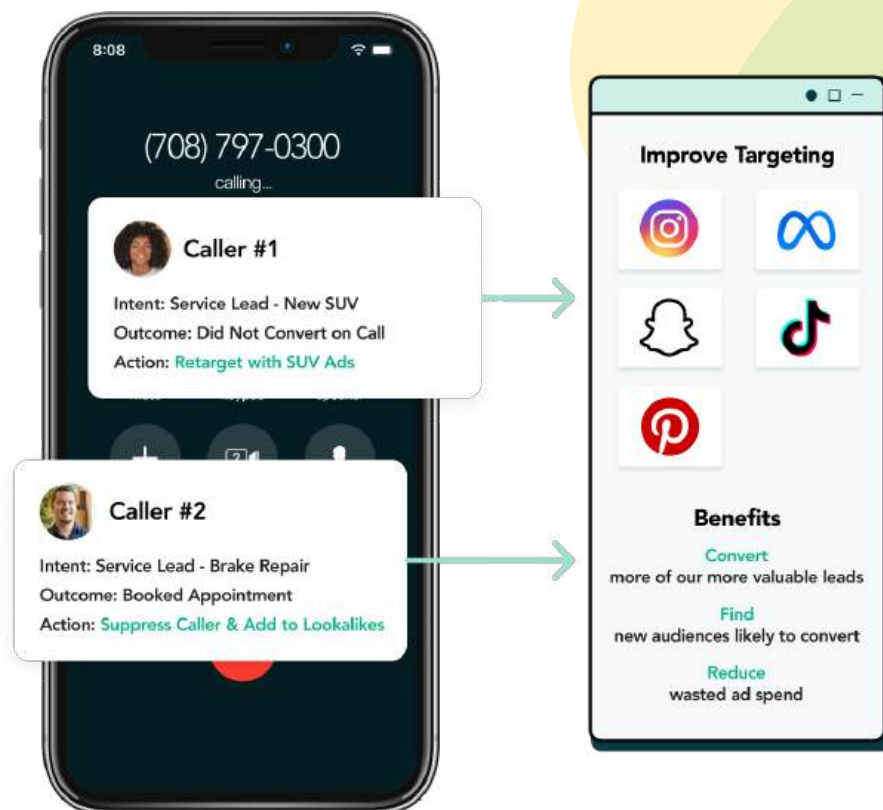
Cross-Channel Retargeting

If a phone lead doesn’t convert, you can use Invoca to automatically retarget them with social ads to get them to re-engage and convert. For example, if someone calls after engaging with your website or other channel and does not convert, you can retarget them with highly personalized social media ads to recapture their attention and get the conversion.



Suppression

For callers who aren’t leads or have already converted, you can exclude them from seeing your search and social ads so you don’t waste ad budget targeting the wrong people.



Build high-intent lookalike audiences

Leads that call your business often become your most valuable customers. With Invoca social ad integrations, you can feed conversion data from all of your calls — no matter what channel they originate from — to your social media platforms to create high-intent lookalike audiences that are more likely to become customers. By targeting high-intent audiences, you can decrease your CPA and significantly increase your social media ROAS.



RESULTS

100%

Increase in attributed revenue from ad campaigns

16%

Increase in phone call conversion rate

“Leveraging Invoca’s social integrations has allowed us to gain more insights into campaign performance and consumer trends. With the ability to track KPIs and attribute to phone data, we’ve gained a deeper understanding of our audience across platforms.”

—
Taylor Aramburu
Digital Marketing Manager

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