



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

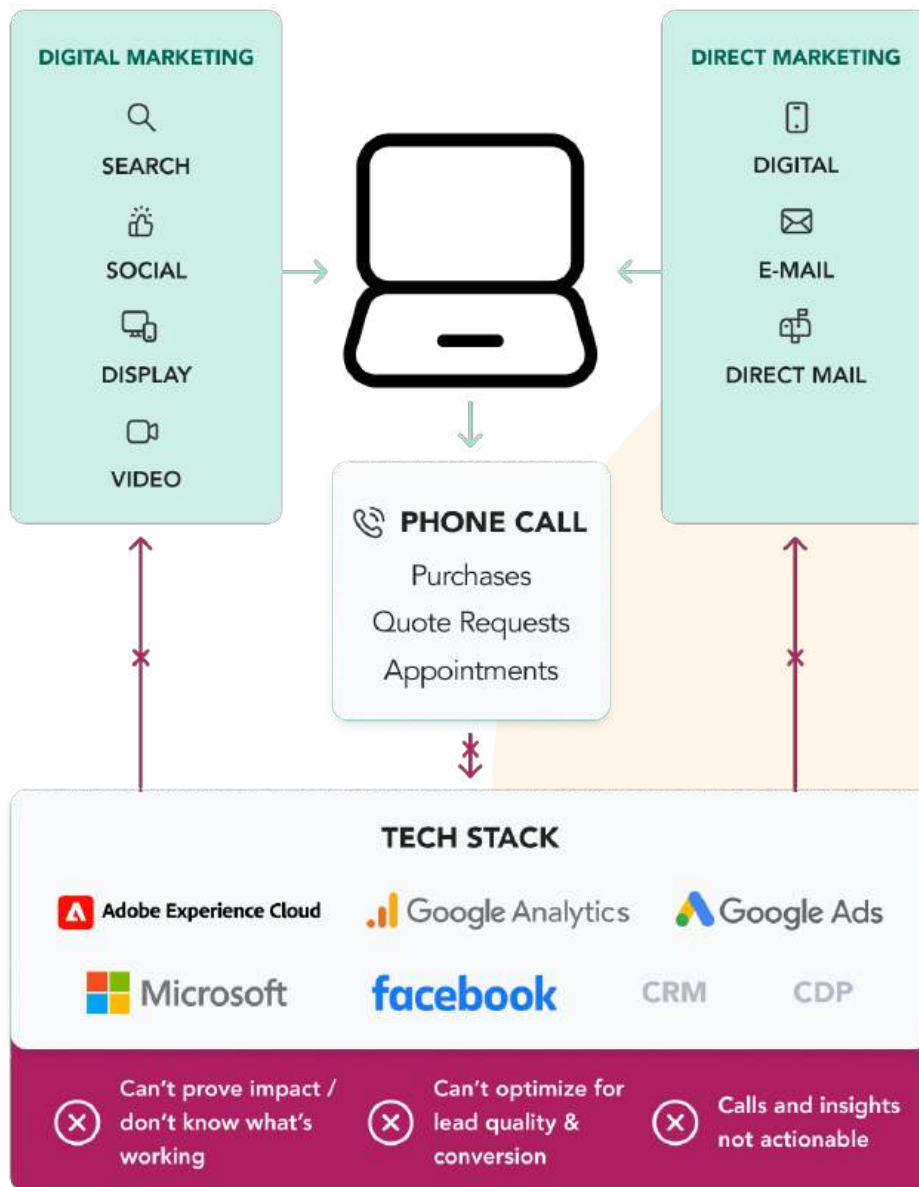
PLAY 2:

Optimize Paid Media with 1st-Party Data

Today, marketers face stagnant paid media budgets and increasing demands to directly tie media investments to revenue. To drive growth without increasing ad spend, you need complete customer journey data to squeeze every last bit of ROI from your budget and prove your programs drive revenue.

Most B2C marketers experience a big data gap when their paid search, display, and other ads drive customers to call. (We'll cover social media ads in the next play!) In automotive, healthcare, home services, financial services, and other high-touch, high-stakes industries, customers frequently call to set appointments, get quotes, ask questions, or complete their purchases.

In these industries, many leads are converted on the phone. So if you're not measuring it, you can't optimize it or get credit for all the revenue you drive.



How missing 1st-party call data hurts paid media results



Call quality

You may know that your ads drive calls, but you don't know if those calls are leads, support calls, or general questions. Without these insights, you'll inevitably miss optimization opportunities and overwhelm the contact center with non-revenue-generating calls.



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 ad platforms, you can't build high-performing audiences that drive sustained growth.



Underreported performance

Without the ability to tie ad clicks to call outcomes (e.g. conversions), you're likely reporting far fewer leads and less revenue than you're actually driving.



Poor retargeting performance

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

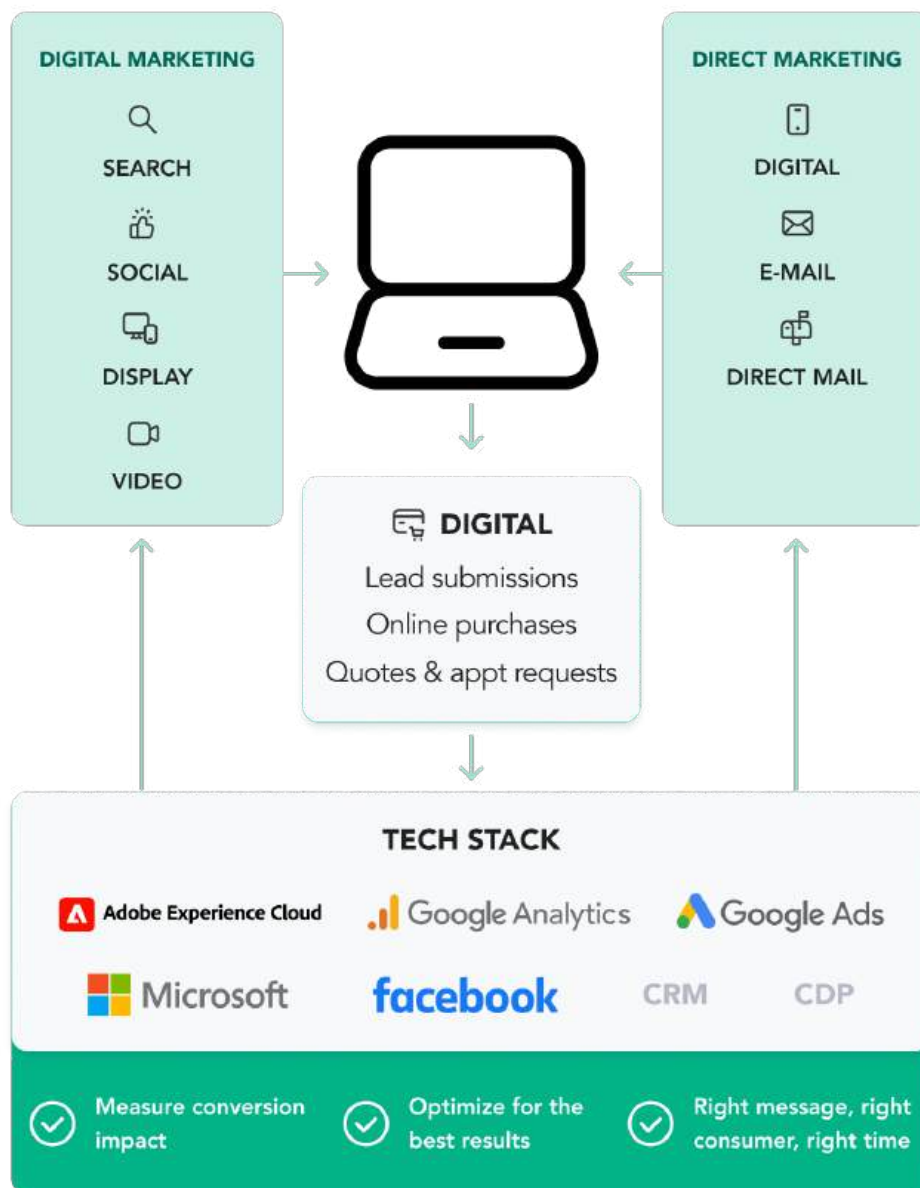


Wasted budget

If you have to guess which campaigns, ads, and keywords drive phone leads and conversions, you're making bad optimization decisions based on bad data. You waste precious budget on ads and keywords that drive calls that don't convert and don't allocate enough to the ones that do.

Optimize Paid Media with Complete Buying Journey Data

With Invoca’s revenue execution platform, you know exactly what is driving high-intent leads and conversions over the phone so you can improve performance and stop wasting budget on ineffective campaigns. You can automatically detect call outcomes, conversion events, and caller intent and get granular attribution data down to the keyword level. You can also stream call conversion data to virtually any ad platform to automatically optimize for high-intent sales calls across digital platforms.



Here are a few ways to drive more revenue from your paid media—without increasing your ad spend.

Improve lead quality

The first step to improving your conversion rate is determining the intent and quality of calls your marketing drives. Invoca's AI can detect caller intent so you know what ads, keywords, web pages, creative, and more drive qualified leads to call. Once you determine what drives the highest-value leads to engage with your brand, you can use this accurate, first-party intent and conversion data to optimize your campaigns and target highly qualified audiences that will drive more revenue.

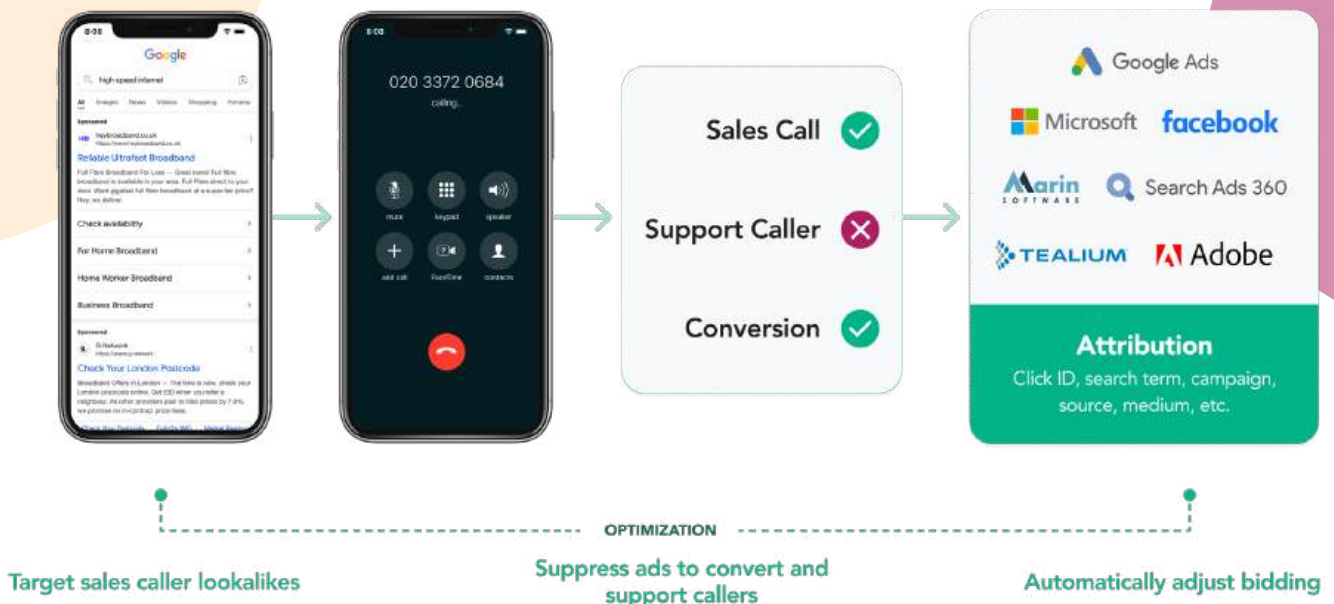
Retargeting that converts more leads

High-intent phone leads that don't convert create a valuable retargeting opportunity. Caller intent data allows you to detect hot leads who call and don't convert and this data can then be used to retarget them across any channel. For example, if a lead calls after clicking a search ad but doesn't convert, you can retarget them with social media and display ad offers tailored to their specific product or service interest.

Optimize to Reduce wasted spend

Stop wasting your budget on ineffective ad buys with accurate, privacy-friendly first-party data to power your optimization efforts. Invoca's AI accurately detects caller intent and conversion actions so you know whether your ads are driving sales or non-revenue-generating inquiries like customer service calls.

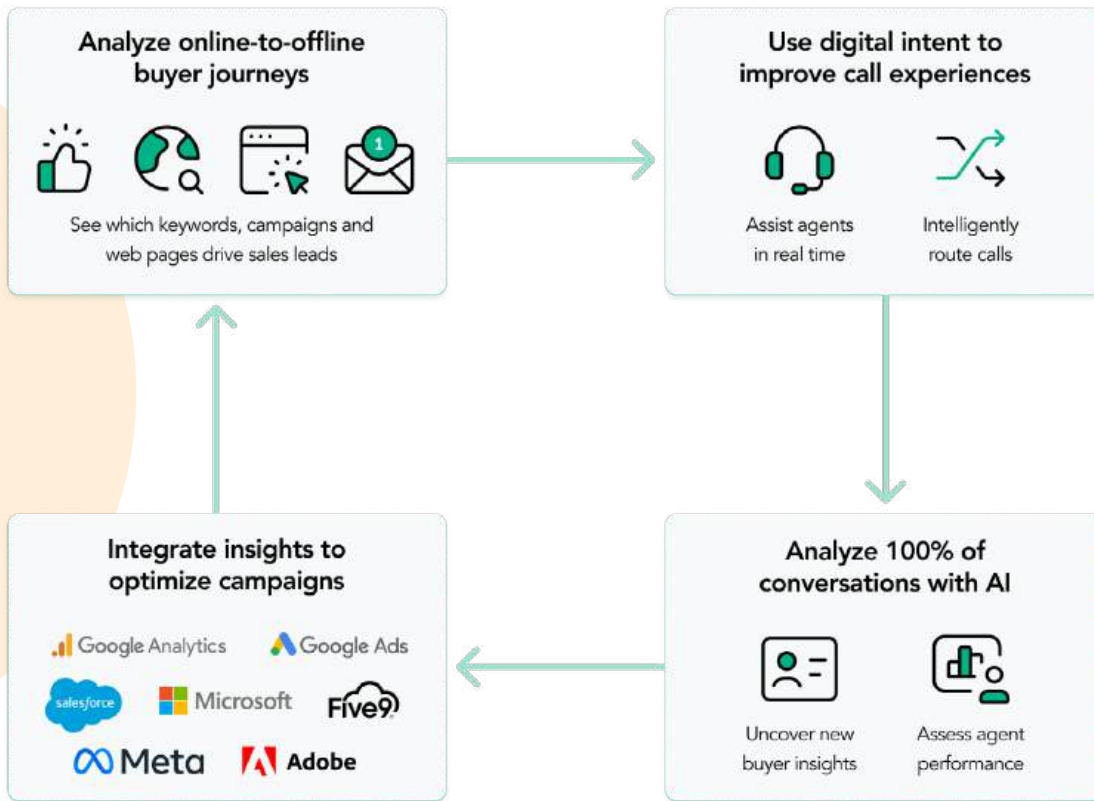
Conversion data can be streamed to ad platforms, DSPs, and CRMs like Google, Meta, The Trade Desk, Adobe, and Salesforce, to automate optimization, bidding, retargeting, suppression, and more. You can also automate ad suppression to recently converted customers and stop wasting budget presenting them with ads for something they already bought.



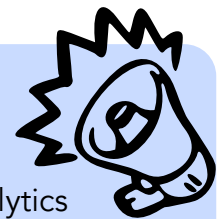
Get credit for all the revenue you drive

With Invoca, you can finally get credit for every conversion and all the revenue your marketing investments drive. Lead and conversion data can be automatically streamed to analytics platforms like Google Analytics 4 or Adobe Experience Platform with Invoca’s no-code integrations. Visualize and easily share complete online and offline data to prove your performance and preserve your budget.

When you can attribute all of the conversions you drive—online and offline—you’ll also significantly reduce your reported CPA, show a complete picture of your ROAS, and account for all the revenue you drive.

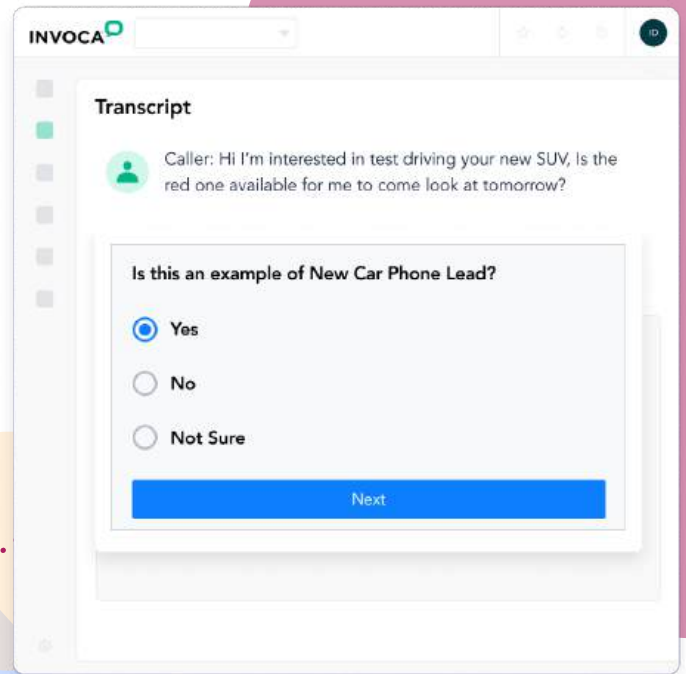


AI for precise optimization



To get the most out of your optimization strategy, you need conversation analytics AI that’s verifiably accurate and tailored to your business needs. Invoca Signal AI automatically analyzes every call to your business, mapping conversations into themes and topics. The AI trains itself to become an expert on your business—expertise it uses to detect the insights you need from calls with unprecedented accuracy.

Unlike “black box” conversation analytics, Invoca’s Signal AI Studio gives you real-time performance dashboards so you can see the accuracy of every AI model. You always know how the AI is performing, and you can easily train any model to improve it. These AI insights provide exactly what you need to drive better outcomes and more revenue.



“There’s nothing I’ve used that’s improved my return on ad spend so quickly, so efficiently, and so quantifiably. I’m no longer shooting in the dark.”

Charlie Farrell
Senior Manager of Search Engine Marketing

RESULTS

82%

two-year decrease in cost-per-acquisition from Google paid search

18%

lift in net revenue from paid search campaigns

2x

increase in volume of qualified leads

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