



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 5:

Integrate First-Party Data Across Your Tech Stack to Automate Results

The ability to access and take action on 1st-party data is more important than ever. The ever-looming end of third-party cookies and increasing regulatory pressure paint a dim picture of the future for third-party consumer data. At the same time, the walls around the data gardens are getting taller at the big adtech companies, reducing the ability for brands to use this data to make direct connections with consumers. Without access to a rich first-party data source, brand marketers are left in the lurch and at the mercy of a handful of advertisers.

The best source of 1st-party and zero-party consumer data brands have is often locked away in the millions of conversations the contact center has with leads and customers. When consumers call businesses, they say — in their own words — exactly why they called, what they want, what they need, and what their interests are. It’s a 1st-party voice of the customer (VoC) data goldmine that many marketers can’t access because it’s locked away in the contact center.

Just having access to VoC data isn’t enough, either. That data has to be analyzed at scale and seamlessly integrated across your martech stack to take action on it. We’ll go over how Invoca’s revenue execution platforms make that possible, but first, let’s look at the consequences of letting 1st-party VoC data languish in the depths of your servers.

What kind of data is it?



1st-party data

is collected from your audience via your organization’s owned channels. This could include data from CRMs, website visitors, social media followers, email subscribers, transaction records, and phone calls.



Zero-party data

is willingly and proactively shared by the customer with a company. It’s information that the customer provides directly to your company, without any intermediaries or third parties involved.



3rd-party data

is purchased from an outside broker that did not play a role in collecting the data. Third-party data brokers often aggregate large-scale datasets from various websites to create consumer profiles.



Missing 1st-Party VoC Data Reduces the Effectiveness of Your Martech Stack



Reduced ROI on Tech

Your martech stack is a substantial investment, but the returns are only as good as the data you feed it. You need to stream data from every step of the buying journey across your martech stack to maximize the value you get from it. VoC data from phone calls is particularly important because it contains rich information on buyer intent, call outcomes, conversions, sentiment, and more. This data also comes when consumers are ready to buy — the most important step of the buying journey.



Inefficient Optimization

Phone calls provide rich data on exactly which marketing efforts drive results. You can't optimize your ad spend to drive the highest-value leads without the ability to stream call data to your ad platforms, CRM, and DSP.



Inaccurate Measurement

The more buying journey data points you can feed to your martech stack, the more accurate the actions you take on it will be. Without 1st-party data from phone calls, you're missing half of your potential buyer intent and conversion data that can be used to optimize ads, improve messaging, enrich customer profiles, and more. This can result in a disjointed buyer experience, inflated CPA, reduced ROAS, and underreported revenue.

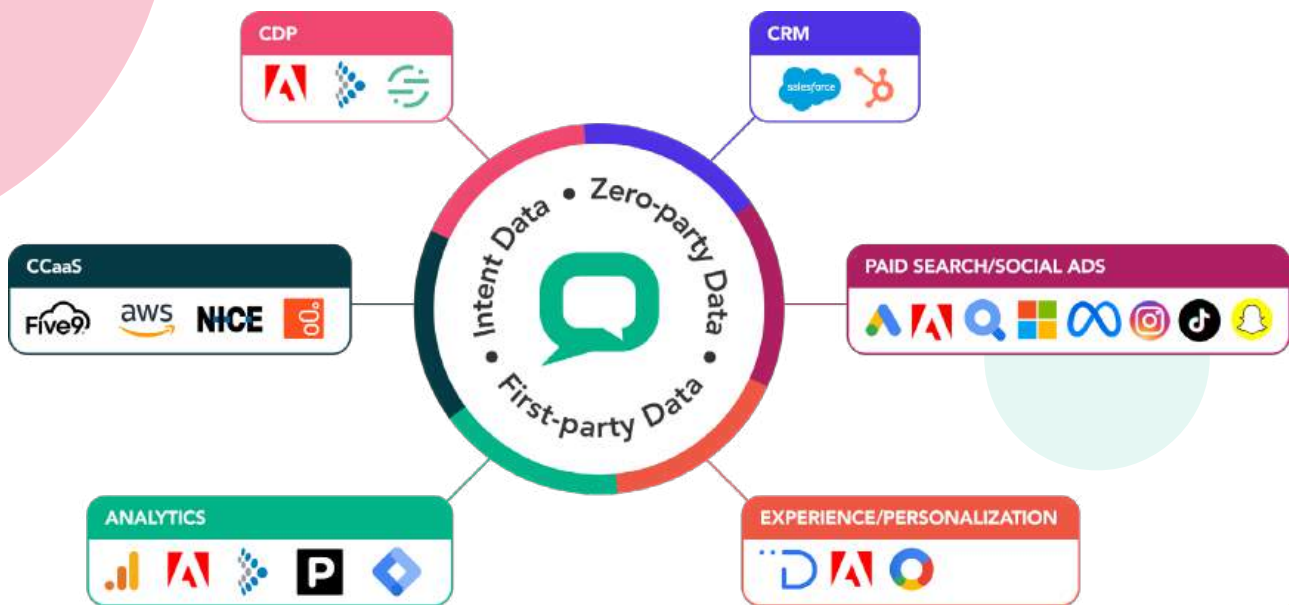


More Dependence on 3rd-Party Data

Phone calls are your best source of rich 1st-party VoC data. Without it, you increase your reliance on 3rd-party data sources for targeting and ad optimization. Future-proofing the success of your marketing operations and reducing your exposure to data privacy compliance violations requires using all the 1st-party data you have.

Automate Results With Invoca 1st-Party Data Integrations

Invoca’s revenue execution platform acts as a hub for all of your 1st-party marketing and customer data. It enables you to gather data from across the digital journey, from search to social media to your website, and unify it with comprehensive data from phone calls. You not only see what channels, campaigns, and keywords drive phone calls, but you can stream the outcomes of those calls back to your martech platforms to automate the next best action.



This gives you a complete view of the buying journey in every platform. With Invoca’s comprehensive library of no-code and low-code integrations, you can automatically unify online and offline data to optimize your marketing, create seamless customer experiences, enrich customer profiles, and reach new audiences that maximize revenue.

Here are some of the ways you can integrate all of your 1st-party buying journey data with Invoca’s integrations.

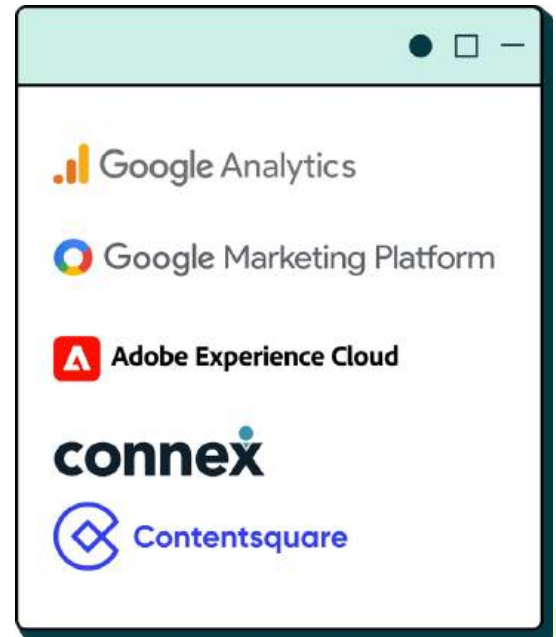
More accurate analytics

With Invoca, you can finally unify 1st-party call data with digital data in your analytics platform to measure and attribute inbound calls with the same accuracy as online actions.

With Invoca’s no-code and low-code web analytics integrations, you get full marketing attribution for every call (and conversion) your budget drives — just like you do for digital conversions. You can also measure other actions and call outcomes that signal buyer intent, product interest, and more.

Integrations with platforms like Google Analytics enable marketers to attribute every phone call conversion to the marketing source that drove it — down to the campaign, ad, and keyword. You get attribution whether a lead calls from an ad or a website visit because Invoca tracks the entire digital journey that drove the call and can stream that data to your web analytics platform.

Invoca has the most current and complete web analytics integrations available, including Google Analytics 4, Adobe Analytics, and Experience Cloud.

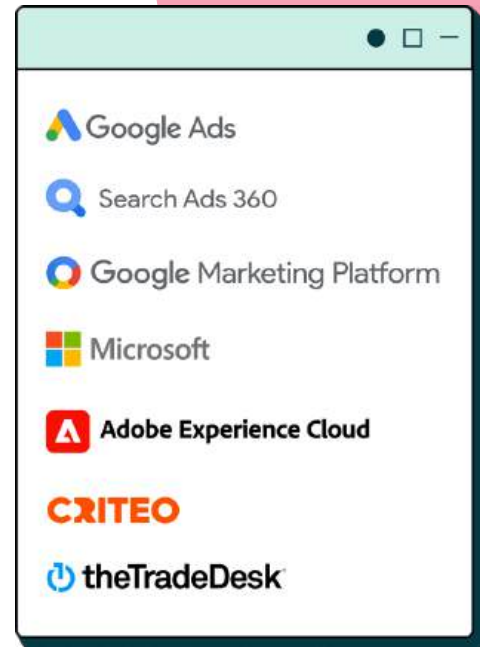


Drive more ROI from paid media

With Invoca’s digital advertising integrations, you can stream call data to virtually any ad platform in real time to get insight into which paid media efforts are working and which aren’t.

This helps you spend more effectively, get more conversions, and increase performance across every channel. You can automate and optimize your keyword bidding with call conversion data, create high-value lookalike audiences, and more. Invoca offers integrations with a dozen ad platforms, including no-code integrations with Google Ads, Search Ads 360, Microsoft Ads, and DSPs like The Trade Desk and Criteo.

Google Ads is our most popular integration, and it’s often the first one our customers activate — for good reason. By delivering call conversion data to Google Ads and using it with AI-powered, automated tools like Google Smart Bidding, our customers often see impressive results right away.

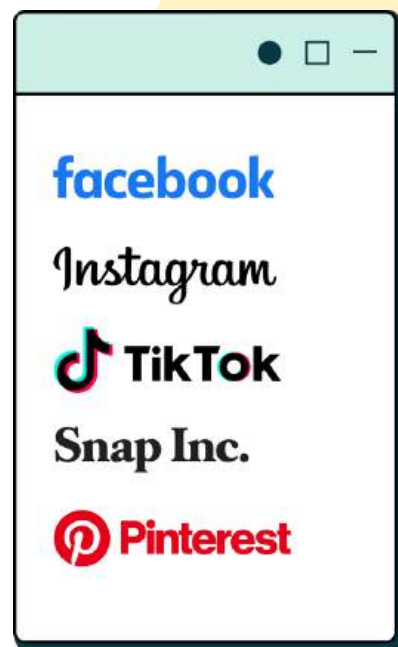


Drive more leads from social ads

Invoca’s revenue execution platform uses AI to capture 1st-party data from phone calls and activate it across your social media ad platforms to optimize your social media advertising ROAS, prove your performance, and maximize revenue growth.

Our no-code social advertising integrations are simple to implement, unlike other providers that make you use third-party software like Zapier, which limits the actions you can take with your data.

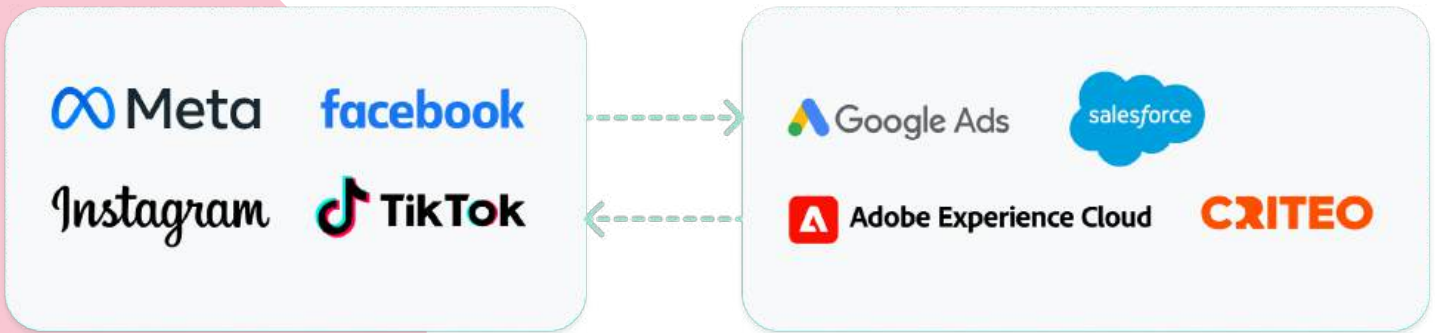
Our no-code social media advertising integrations include Facebook, Instagram, Meta Audience Network, TikTok, Snapchat, and Pinterest.



Cross-platform optimization

With Invoca, you can use what callers say on phone calls to retarget the right leads with the right ads across all of your 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 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 ads to get them to re-engage and convert. For example, if someone called after engaging with a social media ad, search ad, display, your website, or other channel and did not convert, you can retarget them with highly personalized social media ads to recapture their attention and get the conversion.



Suppression

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

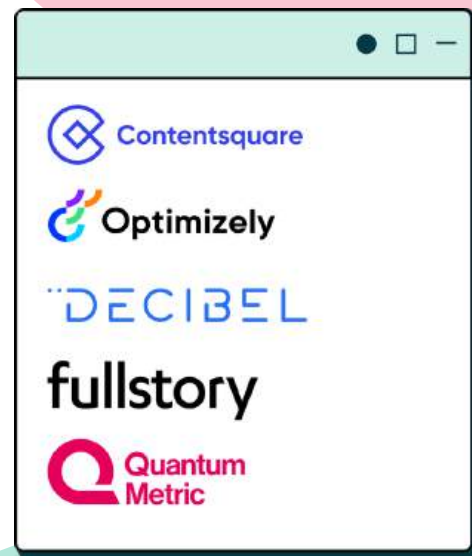
Improve online customer experiences

If improving the digital buying experience is one of your priorities, you've likely invested in web analytics and experience tools. You can get even more value out of those platforms by integrating them with conversation intelligence data.

For example, to more precisely pinpoint where dropoff is occurring on your website, you can integrate Invoca call data with customer experience analytics platforms like Contentsquare, Optimizely, Decibel, Fullstory, or Quantum Metric. By utilizing web experience tools and features like session replays, you can understand more deeply the purchase paths that drive phone calls.

This enables you to fix breaks in the online conversion funnel and optimize for certain purchases where driving a phone call presents significant revenue opportunities.

The result is that every customer gets the seamless experience they deserve, and you drive more revenue and higher conversion rates.



Enrich customer data & connect revenue to calls

Your CRM and CDP keep track of every touchpoint and interaction throughout the entire customer lifecycle, but most marketers don't track the most critical touchpoint — phone calls. With Invoca's no-code CRM integrations with platforms like Salesforce and Hubspot, you can automate lead creation and enrich customer profiles in your CRM with customer conversation and phone conversion data. Closed-loop reporting allows you to track leads all the way to closed or lost, so you know exactly which calls are converting for better optimization.

This will allow you to accurately segment prospects into campaigns that align with their interests, nurture and upsell existing customers, and improve your retargeting and ad suppression tactics.

Invoca also offers specialized integrations like Freshpaint for healthcare users and VinSolutions Connect for automotive dealerships.



Viasat 

RESULTS

74%

Increase in Call Conversion Rate

“With Invoca, we can integrate and pass conversation data between different systems to close the loop and get a 360-degree perspective of the customer journey, how we reach our customers, and the different touchpoints along the way.”

—
David Salcido
Director of Digital Marketing

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