



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 1:

Measure Your True Revenue Performance

Accurate measurement is the cornerstone of successful marketing programs. However, most B2C marketers can't measure performance of one key channel: phone calls. This data gap doesn't only impact your ability to measure what's happening on calls. It prevents you from accurately assessing and optimizing performance across every channel from search to social to your website.

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. Without visibility into calls, you're missing the most critical part of your buying journey data and a first-party, voice-of-the-customer data goldmine.



Callers will tell you exactly why they picked up the phone and you'll know definitely whether they converted and why (or why not). For these industries, a significant number of leads are created and converted on the phone, so if you're not measuring it you can't possibly optimize it.

"Before using Invoca, we were missing attribution from an important piece of the customer journey: phone calls. This blind spot was making it hard to optimize our marketing campaigns and improve customer experiences."

Kellyanne Perez-Vera
Marketing Activations Manager



Issues when marketers can't measure calls



Inflated CPA

Half or more of your marketing-driven conversions happen on the phone. If you can't accurately measure and report these conversions, your CPA will appear much higher than it actually is.



Underreported revenue

If you can't account for a large portion of your conversions, you can't count the revenue toward your ROAS.



Poor optimization

Phone calls provide rich data about exactly which paid media efforts are driving results. Without call data, you can't optimize your ad spend to drive the highest-value leads.



Wasted ad spend

You don't know if your campaigns are driving quality phone leads, (let alone if they converted) without visibility into calls. So you're guessing and allocating budget in the wrong places.



Disjointed buyer experience

If you don't know why leads are calling, you don't have the data required to provide a seamless online-to-offline buying experience, which drives down conversion rates.

Get Measurement Data for the Entire Buying Journey

With Invoca’s revenue execution platform, you don’t just get attribution for calls, you get visibility of the entire buying journey from click to call to conversion. With first-party data on buyer interactions, intent, and call outcomes, you can see and measure the success of the end-to-end buying journey. This means you can connect the digital journey to calls and accurately measure the revenue your marketing investments drive whether conversions happen online or on the phone.

INVOKA
CONVERSATION PROFILE

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

Integrations: Google, Adobe, salesforce, Five9

- Understand consumer intent, lead quality, and campaign attribution
- Automatically measure intent, outcomes, and conversions to understand best-performing media
- Activate data in digital media, analytics, and CRM

Here is some of the new marketing measurement data you can unlock with Invoca.

Attribution for marketing-driven phone calls

With Invoca, you can accurately measure your results with complete visibility of what investments drive calls to the contact center or business locations.

When you fully understand the results your marketing programs drive both online and on the phone, you can make smarter optimization decisions and eliminate wasted spend on ineffective campaigns. Better yet, you'll realize a significant reduction in measured CPA and an increase in ROAS and reported revenue because you can include previously uncounted phone conversions in your calculations.

Attribution data from Invoca includes:

Campaign

Learn which campaigns are driving calls that result in conversions.

Ad clicks

See which ads drive high-intent leads to call and adjust bidding and creative accordingly.

Channel

Compare every channel that drives calls including search, display, and social.

Keywords

See which paid search keywords are most effective and automate bidding optimization.

Digital ad identifiers

Use ad integration identifiers (e.g. GCLID/GBRAID for Google Ads and Analytics) to tie ad clicks to calls in your ad and analytics platforms.

Website data

See which pages are driving calls (like shopping cart or service cancellation pages) and attribute them to call outcomes.



Better measurement with AI

Invoca Signal AI Studio makes it easy to analyze inbound calls to detect virtually any event or action you can think of. Powered by patented machine learning, it's fast and easy to create AI models trained on your business's calls to capture the intent, product interest, and conversion outcome of every conversation. Use AI to get game-changing data to power your full marketing measurement strategy at scale.

Buyer journey data

It's important that you not only know if a lead called, but why they called. With Invoca, you can understand the full buying journey and measure success at every step.

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Search Keyword	"high speed internet"
Google Click ID	542186921
Campaign	Bundle & Save
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Serviceable Address	True
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Uncover buyer journey and diagnose digital abandonment

Understand intent, caller issues and conversion outcomes to optimize the digital experience

Activate call conversion data in analytics solutions

Buyer journey insights include:

Web pages viewed:

Learn what drives leads and non-leads to call to improve the digital experience to deflect low-intent calls.

Journey optimization:

Understand exactly which buyers should be optimized for digital purchases and which higher-value callers should be directed to pick up the phone for upsell opportunities.

Digital leakage:

See where leads are leaving the digital flow and calling to diagnose and fix the online experience.

Call insights:

Learn what your customers are saying and what their needs are to improve messaging. Invoca's conversation analytics AI makes it easy to find common topics and drill down on calls.

Buyer intent data

It's great if you know your marketing drives calls, but it's even better if you know whether or not they are high-intent leads. Invoca's AI analyzes calls to detect lead intent so you can get a handle on lead quality and optimize your programs accordingly.

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Media attribution at the keyword and campaign level

Use lead quality and conversion data to create digital targeting/suppression audiences

Retarget high-intent callers who didn't convert and suppress those that did

You can also use this data to retarget high-intent callers who did not convert to keep the conversation going and improve conversion rates. This data can be streamed to ad platforms, CRMs and analytics to automate your follow-up strategy.

Buyer intent signals include:

Purchase intent

Is the call a lead or were they calling for another reason like customer service? Use this data to measure the success of your paid media and to retarget and suppress ads.

Product interest

What products or services were mentioned on the call? Which product pages were visited? Retarget leads that did not convert with precise ads that match their interest.

Objections

Learn why leads do not convert to better overcome objections like price, availability, and service offerings and then use this data to retarget with promotions.

Competitor mentions

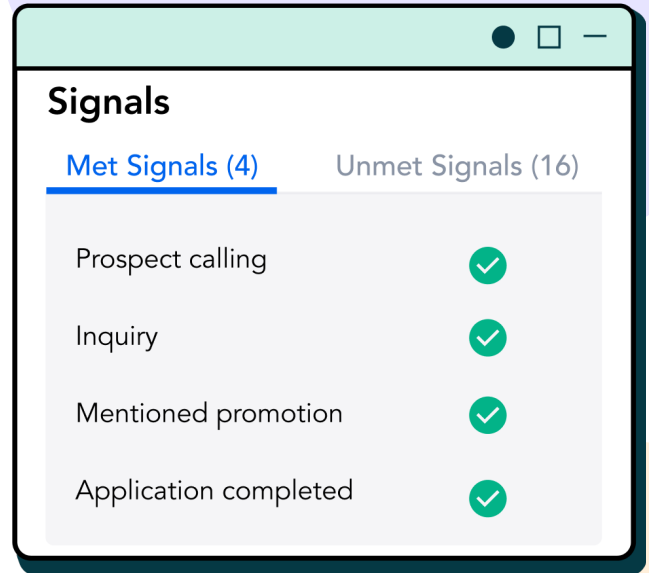
Learn if the competition is getting in the way of closing more sales.

Call outcome data

When you combine intent data with call outcome data, you can accurately measure lead quality, conversion rates, and revenue. Invoca Signal AI can accurately and automatically detect call outcome events and stream that data to your ad, analytics, CRM and other platforms to enable measurement and next-best actions.

Invoca’s customizable, real-time AI can measure just about any event you can think of, from appointments to quotes to purchases. If you can think of it, you can set up an AI Signal to measure it.

With complete and accurate measurement of the full buying journey, you can optimize every step along the way to drive more leads and revenue.



RESULTS

45%

increase in marketing-driven leads

“What’s attractive about Invoca is the AI — it shows us not just how many calls our marketing campaigns drove, but how many of those calls led to booked appointments. On top of that, it was easy for us to train the AI signals and we were able to derive value from it quickly.”

— **David Chase**

Director of Digital Marketing & Consumer Engagement

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