



Invoca Optimizes Paid Search to Drive 50% More Conversions with Call Intelligence



Who:

Invoca measures, automates and optimizes inbound calls, bringing complete call intelligence to the digital marketing dashboard. With Invoca, the modern marketer can drive inbound calls, optimize customer engagement and turn calls into sales. To drive optimal results from its demand-generation initiatives, Invoca uses a complete B2B marketing technology stack including CRM (Salesforce), Call Intelligence (Invoca), and Marketing Automation (Marketo).



“ With call intelligence, we were able to identify paid search as a top driver of inbound calls to Invoca. Now that we’re actually optimizing our spend for more of these calls, **we’re driving 50% more conversions from search, resulting in qualified leads that convert into real revenue for Invoca.**

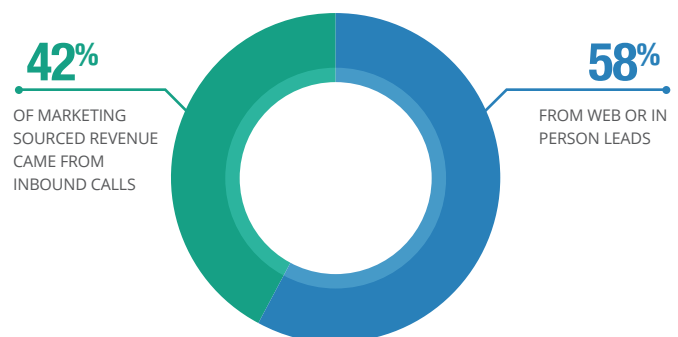
- JULIA STEAD, DIRECTOR OF DEMAND GENERATION, INVOCA

The Challenge: Optimize paid search

In the world of B2B, buyers often need to speak to a sales rep during their purchase process, making inbound calls one of the most valuable lead types. In fact, research shows that B2B buyers make a call before purchasing when the price of a product or service is \$265 or higher. Given Invoca’s software sits above this price point, the marketing team knew it had to pinpoint and optimize for all conversion points – both digital and inbound calls – that were driving opportunities and deals.

Invoca’s analysis showed that calls are the second highest source of its qualified leads across all channels. In fact, Invoca’s average lead-to-opportunity conversion rate across digital channels is about 7%, while **calls convert at 77%**. After analyzing which marketing programs drive inbound calls, it discovered that paid search was the second biggest driver of calls. So when it came to its paid search strategy, Invoca knew it needed to optimize for inbound call conversions, not just digital conversions.

CALLS DRIVE REVENUE:
% OF REVENUE DRIVEN BY CALLS VS. OTHER MARKETING EFFORTS



Invoca wanted to accurately measure and optimize for the calls that would drive the best opportunities and highest revenues. With that goal in mind, it sought an SEM agency that understood the B2B funnel and the importance of leveraging tools like call intelligence and marketing automation to measure lower funnel metrics and ROI. Invoca found the right partner in Obility, a digital marketing agency with vast B2B experience.

Obility

The Solution: Connecting the entire funnel

Based on guidance from Obility, Invoca synced its top-of-funnel and bottom-of-funnel B2B marketing technologies with its paid search data. It was critical to ensure that call data was integrated with other marketing and sales systems for a full picture of search performance and the customers' path to purchase. This helped tie revenue to calls and the source campaigns and keywords, which in turn enabled Invoca and Obility to optimize paid search marketing, and link both online conversions and offline conversions to ROI.

By setting up static promo numbers and RingPools using Invoca's software, Obility was able to track calls from both call extensions and those from Invoca's website driven by paid search and display ads. The ability to track calls from Invoca's landing pages was especially important since **70% of calls triggered by paid search come from landing pages, not the ads themselves**. Obility then leveraged Invoca's integration with Salesforce and Marketo to tie opportunity and ROI data back to paid search spend, and sync this data with Google Analytics.



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Like many businesses, Invoca receives many calls it considers "junk." Only calls that meet Invoca's qualification requirements – taking into account duration while weeding out customer support calls and other metrics – were counted as conversions. All lead data was captured in Marketo and tracked through each stage of the buying cycle.

“With Invoca’s software we were able to tie performance back to the campaign and ad group level. This allowed us to optimize Invoca’s paid search strategy to the campaigns that were driving revenue instead of focusing on keyword themes that were driving front-end conversions.”




- GWYNNE OHM, ACCOUNT DIRECTOR, OBILITY

The Results: Optimizing for true ROI


Rather than just seeing “inbound call” or “sales prospecting” as the lead source, Invoca’s marketing team now has granular visibility into the true source of a call. This includes pinpointing the channel, ad platform, ad group, keyword searched, and landing page that drove the call. In addition, thanks to native integration between Invoca and Salesforce, all of this valuable data is synced in real time with lead and contact records in Salesforce.

With better visibility into the keywords and offers driving calls, Invoca’s sales reps are empowered to engage leads in more personalized conversations. Moreover, the marketing team can send leads into the most relevant nurture track for a more personalized experience. This increases the likelihood that leads will engage with follow-on content and in turn boosts the velocity of opportunity creation.

As a result, attribution is accurate and Invoca’s marketing team gets 100% credit for leads and opportunities driven by paid search. Specifically, marketing has been recognized for contributing 20% more pipeline. Plus, Obility has been credited with driving 50% more conversions from SEM, demonstrating an even higher ROI for Invoca’s SEM spend and a 33% lower cost per conversion. Just as important, the Invoca marketing team and Obility can adjust spending and modify ads and keywords to drive more calls while removing poor performing campaigns.



20%
more pipeline



50%
more conversions from paid search



33%
lower cost per conversion

**Want to see what call intelligence
can do for your digital marketing?**

Call 855-901-7516