INVOCA | Adobe

Bridging Online and Offline Customer Journeys

Progrexion speeds consumer access to tailored credit services with the help of Invoca call tracking and Adobe Experience Cloud.

Progrexion

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SOLUTION

Adobe Experience Cloud

Adobe Marketing Cloud: Adobe Experience Manager, Adobe Target

Adobe Analytics Cloud: Adobe Analytics

Invoca call tracking & analytics

Drive cross-channel leads to the call center

Create a single view of the customer

Enhance the online user experience with meaningful interactions

RESULTS

CONVERSION
40% boost in SALES by connecting online and offline journeys

OPTIMIZATION
9% REDUCTION in cost per acquisition by streamlining customer journeys

ENGAGEMENT
ONE customer view across brands and channels

INSIGHTS
Online and offline data is INTEGRATED

Progrexion
www.progrexion.com

Invoca
www.invoca.com

The world is going digital, but that doesn't mean that every customer interaction will be online.

Consider the world of credit repair. Progrexion helps people improve their credit standing through creditrepair.com, credit.com and the Lexington Law Firm—often in very personal and delicate situations. A lot of customers do research into potential services online or respond to digital advertising early in the customer journey, but when it comes time to sign up for the service, customers prefer to talk to someone over the phone.

The problem for Progrexion was that the company had very little visibility into what marketing channels or content were driving inbound calls.

"There was no way of connecting online personas with the people calling in to sign up for the service, creating a disjointed customer experience and making it nearly impossible to know how digital marketing campaigns were performing," said Steven Jones, Associate Director, Testing and Optimization, Progrexion.

Bridging the Gap Between Online and Offline Data

Knowing that Progrexion needed to integrate inbound phone calls into its digital marketing journey, Jones chose Invoca's call tracking and analytics platform to collect and integrate call data and voice insights into Adobe Experience Cloud where it could be used to better understand customer behavior and ultimately optimize both online and offline marketing strategies.

Specifically, Progrexion is now able to determine who is calling and what channels drove them to make the call. Invoca Signal AI can then interpret the outcome of the call, categorize it and determine where the customer is in their journey, whether they are satisfied and what products they use. These insights are then used to optimize marketing strategies through better content creation, segmentation, personalization, testing, targeting and keyword optimization in Adobe.

According to Lauren Harris, director of product management for Invoca, a key aspect of the joint solution is the ability to create a single customer ID that spans Adobe Experience Cloud solutions, the Invoca call tracking and analytics platform and Progrexion's CRM database. Data about each customer is shared across the platforms—providing incredibly powerful insights into who is making inbound calls and why.

Visibility Into the Whole Customer Journey

The joint Invoca and Adobe solution allows Progrexion to gain visibility into conversions that are happening over the phone, helping the company create unified profiles and connect customer journeys between online and offline worlds. The results have been astounding. According to Jones, Progrexion has increased sales and signups 40 percent since implementing the Invoca and Adobe solution while decreasing cost per acquisition by 9 percent.

"Invoca and Adobe allow us to derive insights from customer touchpoints that happen over the phone and turn them into actionable data that can be integrated with our online analytics platform," said Jones. "This bridges the gap between online and offline journeys, optimizing our marketing efforts while improving the customer experience."

Taking Advantage of the Adobe Exchange Network

As an Adobe Premiere Partner, Invoca has access to Adobe resources and expertise to help its customers optimize their use of Adobe solutions. Adobe Customer Success Engineers worked with Invoca and Progexion to plan, implement, set up and integrate the digital marketing solution—ensuring that actionable information was getting where it needed to go to drive value.

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