

Getting Scalable, High-Return Marketing Analytics Without a Data Science Team

Results at a Glance

25%

Increase in call volume

95%

Conversion attribution accuracy

5%

Increase in margins, driving millions in revenue

7%

Increase in admissions

Acadia Healthcare optimizes the Invoca platform to deliver the marketing intelligence they need to implement scalable solutions, increase volume and quality, and improve CVR and ROI. All while reducing dedicated resources and without calling in the data scientists.



THE MISSION

“Nearly 90% of people who become patients end up calling at some point in their journey. It all starts with the phone call.”

Acadia Healthcare is one of the largest providers of behavioral healthcare services in the world, operating treatment facilities in nearly 600 cities throughout the United States, Puerto Rico, and the United Kingdom. Their network of treatment facilities offers multiple population-based levels of care for various behavioral health and substance use disorders. Acadia’s patient-centered mission is focused around meeting the patients where they’re at in their treatment process. They do this by providing a multitude of levels of care, including detoxification, residential treatment programming, acute inpatient hospitalization, medication-assisted treatment (MAT) services, and an array of outpatient programming options.

Acadia Healthcare has long been aware of the benefits of using call tracking and analytics for its marketing programs. Acadia has been tracking call data since 2013 when it was a medium-size business that had fewer than 20 facilities. “Phone calls are often the first person-to-person interaction that our patients or referral sources have with one of our facilities, so understanding and optimizing that channel is very important to us,” said Ryan Beagan, Senior Vice President of Marketing and Communications at Acadia. The company spends millions of dollars on advertising every quarter, driving millions of visitors a month with its marketing and advertising initiatives.

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THE CHALLENGE

Their challenge materialized in early 2018. In the first quarter, they had a monthly average of 180,000 phone calls, which was around a 30% YoY increase. In addition to increased volume, they were also challenged by routing calls to nearly 300 facilities. “Our previous call tracking provider was a great partner for us when our business was smaller,” said Beagan. “As Acadia grew, we had difficulty scaling our call tracking platform — we were always pushing the envelope and driving the product enhancements, but we needed that to be more of a two-way relationship.” After an internal audit from A to Z, Acadia identified that they needed to substantially increase the operational efficiency of their call analytics efforts, as well as areas for quality and conversion optimization, and that both needed to be done at an enterprise level and with scalability in mind.

Without being able to scale solutions that would allow them to see what was driving each touch with marketing before a phone call, it was difficult to tell what should be counted as a success. “As you go down the funnel and bring in more human touch points, you start to lose out on data and information,” said Beagan.

Additionally, with its previous solution, Acadia had an 85% conversion attribution accuracy rating because its old system could not keep up with the call volume. This required them to allocate more people from the team to manage the system, clean the data, purchase phone numbers, and make sure routing was operating properly. The drain on resources and the lack of ability to further scale marketing campaign optimizations necessitated a change.

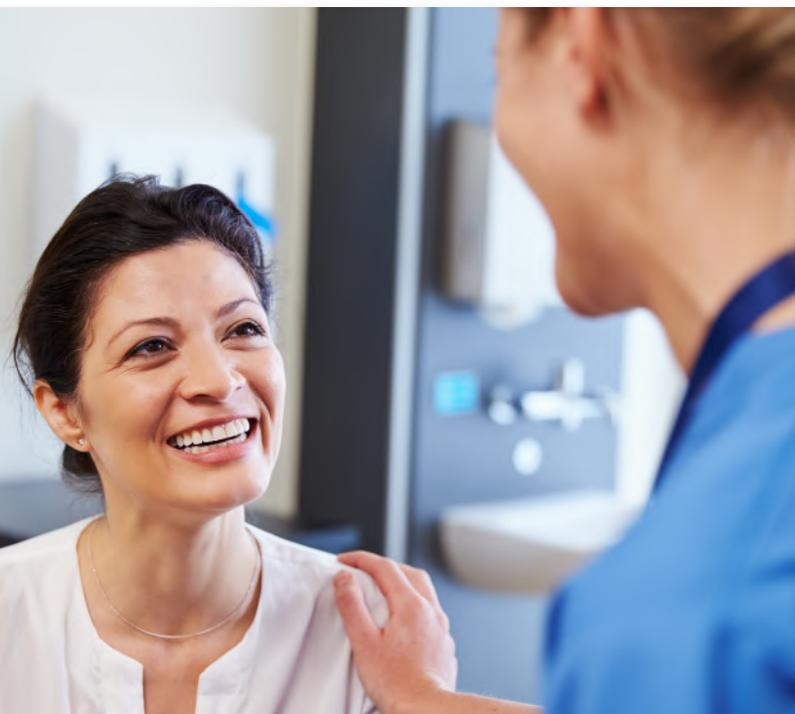
THE RESOLUTION

Invoca's Ease of Use Creates Operational Efficiencies

"We were immediately impressed that Invoca was thinking the same way that we were and that they had solved problems that we needed to solve, and going a step further in tackling it at a multibillion-dollar enterprise level — like us," said Beagan. Furthermore, Acadia selected Invoca because of the ease of use that it provides. In the dashboards, everything can be clearly seen at the "50,000-foot level." Additionally, "with a couple of clicks, the platform becomes useful to the entire department that needs to see things at a more granular level for specific locations, regions, or any other way they want to cut the data," said Beagan. After launching Invoca, call campaigns and the platform are managed by just two people, whereas previously it took 8 to 10. "We can now make changes to campaigns, like changing the routing number for a facility, within minutes instead of hours or days."

Much of Acadia's marketing and operational complexity comes from its decentralized organizational model of having 290 uniquely branded locations. Each location also has multiple destination numbers that are routed to based on the medium or the channel that generated the call, which adds up to more than 2,000 destination numbers that need to be mapped in Invoca. Unlike most companies where this type of technology would have to be under IT, Acadia's marketing department can manage it themselves using Invoca's multi-destination capabilities, whether it's changing call routing or adding an IVR.

Today, when they have to make changes to campaigns across the board, one person can get it done in a few hours, whereas it used to take three people four days to do. "With more than 2,000 destination phone numbers, being able to make these adjustments quickly is huge for us."



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Understanding and Applying Optimization Data — Without a Data Science Team

“We are getting more accurate and granular attribution all the way from web analytic data to call tracking data to Salesforce (our CRM), and being able to connect all those dots and attribute each call to the revenue it generated creates enormous value,” said Beagan. Acadia’s marketing team is now able to identify the best-performing campaigns and initiatives and double down on those. “In real time, we are able to see what’s performing well and driving calls.”

Acadia is also using Invoca to optimize paid search and SEM on Google, Microsoft Ads (Bing), and Facebook. “We’re analyzing and optimizing for each facility and by line of business, which we were not able to do before.” They now analyze four-month rolling trends to understand how much of the budget is being allocated by channel, time of day, age, gender, and even down to disorder within each line of business. Custom data fields and Invoca reporting allow them to do it. “In just the last four to five months’ year-over-year comparison, we went from a monthly average of 180,000 calls to 225,000, a 25% increase in call volume.”

Using Invoca Integrations to Take Real-Time Action on Data

Paid search platform integrations are critical to Acadia automating bidding processes. When they began pushing PPC data into Kenshoo for bid management, it was double-counting conversions, which made the CPC-based algorithm bid incorrectly. Connecting directly to Invoca using its native integration with Kenshoo trued up the conversion data, allowing the algorithm to bid correctly and show them more accurate outcomes. “We have seen an uplift in call volume just from this one integration,” said Beagan.

Acadia also uses the Optimizely integration to discover in real time how A/B tests on landing pages are impacting call volumes and conversion rates. This previously had to be performed manually.

With the Google Analytics integration, they were able to validate and verify their previous assumption that high-trafficked pages ranking for lower-quality terms were not driving call volume. “With one of Google’s recent algorithm changes, we saw some sizeable organic web traffic dips on those higher-funnel pages, but call volume actually went up. Without Invoca, we would have depended on our assumptions and manual analysis to decipher the importance of the decline. With Invoca, phone calls validated our assumptions with accessible hard data.”

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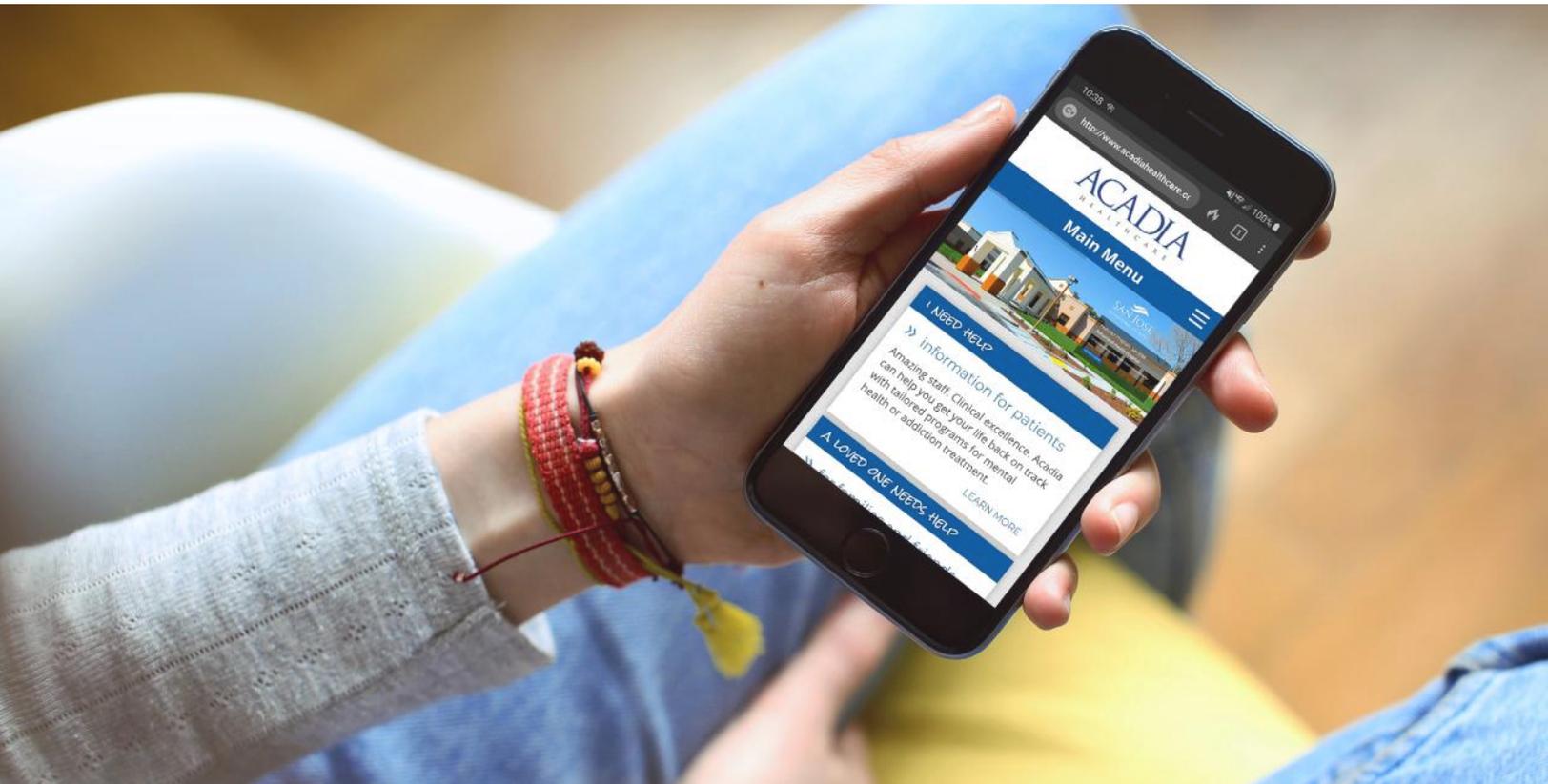
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THE NEXT CHAPTER

“The direction that the product is going will allow us to discover what we don’t know about phone calls. That’s a ‘conversion’ on its own. Discovering what caused a missed opportunity is just as important as an earned opportunity. The ‘why it didn’t happen’ can tell us what volume we shouldn’t drive or campaigns we shouldn’t spend on. Signal Discovery is going to help us understand the why.”

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Learn more about how leading marketers are using AI-powered call tracking and analytics to drive revenue at invoca.com/customers.

