

EXTREME MARKETING MAKEOVER

LIFE AFTER INVOCA

Invoca's call intelligence platform has serious potential to impact your marketing...not to mention your bottom line. We're not talking a mild spruce. We're talking a total transformation - your marketing and analytics will never look better.

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Here are 9 ways life will never be the same after Invoca

Before Invoca

The sales line rings, but you find yourself wondering:



You track the online behavior of your prospects and customers like a pro, but when they move offline, you lose the trail.



According to your CRM system, the lead source for inbound calls is labeled unknown, or other. Multichannel tracking...in your dreams.



The caller experience is outside of your control as a marketer. Outsourcing anything means dealing with your call center. No thanks!



What happens on a call is between the sales rep and caller only.



You know inbound calls have great conversion rates, but you know nothing about who's calling or how to target them moving forward.



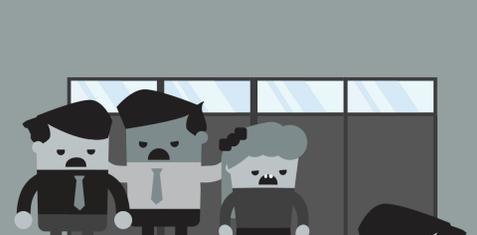
You spend your marketing budget on channels where you're comfortable proving ROI...meaning most of your money is going to digital.



Your marketing automation, retargeting campaigns, and bid management solutions operate based on online performance alone.



Your sales team is dying for more inbound calls. But you're a digital marketer. Nothing you can do about that.



After Invoca

1 The phone rings and you immediately know the campaign, landing page, referral source, email, ad, even paid keyword that helped drive that call.



2 You're the master of multichannel tracking. You can connect the dots between a click, a phone call and a sale, even when this takes place over days and weeks.



3 Your CRM system just got a lot smarter. No more mystery lead sources! Now each time someone calls, the CRM lead record will be automatically updated with the marketing campaign that drove the call and even the call recording.



4 Need to reword a phone prompt to be more clear? Or set up a new call routing rule? No problem, you control everything from Invoca's platform, and hey, you've got a couple minutes.



5 You are practically omniscient. You know the outcome of every call. You know the caller's intent, what competitors were mentioned, and what product was sold.



6 You know your callers like the back of your hand. When they like to call, where they're from, what marketing efforts resonate with them and a lot more.



7 You have a full picture of your online and offline marketing performance so you can't make smart decisions. No more unwittingly abandoning campaigns that are actually converting great over the phone.



8 Your marketing tools and analytics now have a whole new layer of data. You've got the insights to optimize your keyword bidding, landing page copy, and targeting to drive more inbound calls.



9 The phone rings off the hook and it's all because of you. For the first time in history, the marketing and sales teams are BFFs.



Don't be that marketer. See what Invoca can do for you. Call us at 888-749-5330 or visit Invoca.com to learn more.

INVOCA
The power of talk