

Using Invoca to connect offline conversions to paid search and close the attribution loop

Results at a Glance

Over 10%

increase in bookings —
with no incremental spend

Over 20%

boost in call conversion rate

Over 30%

rise in the number of
booked calls

With help from Invoca and Google, 1-800-GOT-JUNK? can now reliably match customer calls to outcomes, so that its franchise partners can be more confident their ad dollars for paid search campaigns represent money well spent.



THE MISSION

“We couldn’t see job outcomes from click-to-call. All we could see was the click.”

O2E Brands, based in Vancouver, Canada, is a home service franchise with three major brands: 1-800-GOT-JUNK?, WOW 1 DAY Painting and Shack Shine. 1-800-GOT-JUNK? was founded in 1989 by O2E Brands CEO Brian Scudamore, a culture-first CEO whose business mottos include: “It’s all about people.” Using a franchise partner model, Scudamore has since grown 1-800-GOT-JUNK? to more than 150 locations throughout North America and Australia.

Marie Fitzgibbon, Director, Acquisition for 1-800-GOT-JUNK?, directs ad spend for franchise partners. “Our PPC specialists wanted to demonstrate to franchise partners how their ad spend for paid search campaigns was delivering results,” she said. “We needed reliable data to share, aside from revenue estimates to match outcomes to customer calls driven by the campaigns.”

Eliminating the blind spot between calls and outcomes

As mobile search has become more important to 1-800-GOT-JUNK?’s marketing efforts in recent years, solid data to share with franchise partners about results was needed. Well over two-thirds of visitors to 1-800-GOT-JUNK?’s website arrive from searches conducted on mobile phones. And mobile bookings in 2019 were more than 40% higher than they were in 2018. But without a way to track call outcomes, the team was unable to effectively gauge marketing performance in the call center for 1-800-GOT-JUNK?.

“We couldn’t see job outcomes from click-to-call. All we could see was the click, leaving the PPC team to make assumptions about what happened after the click.”

THE CHALLENGE

Eager to resolve the data disconnect between customer calls and outcomes, O2E looked to Google Canada for help — a decision that would lead to an introduction to Invoca and its AI-driven call tracking and conversational intelligence platform. Ultimately, O2E, Google Canada and Invoca would develop a program for 1-800-GOT-JUNK? that would finally close the attribution loop.

For the team and the franchise partners, closing that loop couldn't happen fast enough: "Ensuring that we have the trust and confidence of our franchise partners in how we are spending ad dollars is so important. Our franchise partners count on us to make the right decisions," said Fitzgibbon.

"We did not have the right product to help O2E attribute its marketing campaigns to outcomes," said Javier Fernández Saavedra, Head of Telecom, FinTech and EduTech, Google Canada, who leads call tracking and analytics for Google clients. "So we were facing a similar challenge in that we couldn't track and attribute outcomes in the call center to our ad performance. That meant Google's Smart Bidding algorithm could not effectively surface the best campaigns for 1-800-GOT-JUNK?"

He continued, "While our strategy was driving call volume, we had no idea how valuable those calls were." And that, said Saavedra, is why Google Canada and O2E turned to Invoca for help.



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THE RESOLUTION

Freeing critical information from the CRM silo to achieve attribution

Working with O2E and Google, Invoca developed a solution to match calls to outcomes, using Google Ads auto-tagging with Google Click ID.

When a potential customer uses one of the call center numbers on the 1-800-GOT-JUNK? website, an agent responds and manually records the call outcome in the company's customer relationship management (CRM) platform. And, before Invoca, that's where the information would have stayed. However, by using Google Click ID, Invoca was able to automatically stream that information, including specific details about the call outcome, back to Google Ads.

"By using Google Click ID, Invoca opened the door for us to achieve attribution," said Fitzgibbon. "We now know exactly how much revenue or what the precise outcome was from an ad. Before Invoca, we just didn't have that insight."

The Google Canada team, together with 1-800-GOT-JUNK? Lead PPC Specialist, Steve Szeto, then used the data from those outcomes to feed them into Google Smart Bidding, surfacing more high-intent campaigns and ads to users and creating a much lower funnel for O2E to convert those calls into customers for 1-800-GOT-JUNK? That, in turn, has allowed O2E to get a much better handle on its Targeted Cost Per Acquisition.

As a result of Invoca's help in closing the attribution loop, 1-800-GOT-JUNK? has seen bookings increase by 10%, without any incremental spend. The call conversion rate also has risen by 20%, and the number of booked calls has increased by 30%.

"These are fantastic results for a business our size," said Setzo.



Understanding brand intent and boosting marketing team morale

Once it had more insight into call outcomes, O2E also learned that it had been significantly underestimating call revenue when reporting back to the 1-800-GOT-JUNK? franchise partners. “Getting a clear read on your actual return on ad spend (ROAS) is really important, and the Invoca solution has helped us achieve that,” Fitzgibbon said.

The 1-800-GOT-JUNK? project with Invoca and Google Canada yielded another key insight for O2E: learning that clicks associated with high brand intent are very valuable to the bottom line of the company’s franchise partners. “The data clearly showed that in markets where more calls came in from searches of ‘1-800-GOT-JUNK?’, rather than a generic term like ‘junk removal,’ our franchise partners’ booked percentage was much higher.”

Using the Invoca platform has dramatically improved the morale of the marketing team at O2E Brands, too, according to Fitzgibbon. Her team now feels they are working with a really relevant tool — one they can use to measure their work more effectively and help them do a better job of helping the company’s franchise partners succeed.

“For the first time, we can see true ROAS, particularly for paid search, and that’s crucial because our franchise partners are now increasing that spend. It’s essential that we get it right, and thanks to Invoca, now we can.”



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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.

