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EVERFLOW + INVOCAL

Mastering pay-per-call with an integrated platform strategy that brings data from clicks and calls together in one place.

Results at a Glance

20% increase

in efficiencies by integrating Everflow click tracking with Invoca and consolidating reporting

Developed

the #1 worldwide pay per call network by using Invoca

300% growth

in affiliate marketing business in the 1st year after starting pay per call advertising

Combining the power of Invoca's call tracking platform and click tracking from Everflow, Aragon armed itself with actionable data for optimizing campaigns for its performance marketing clients.



THE MISSION

“Aragon takes the time to ensure that goals are in line with both advertisers and publishers with the intention of creating long-lasting, mutually-beneficial relationships where both sides succeed.”

Aragon Advertising is an award-winning performance marketing agency with core specialties in affiliate marketing, lead generation, and pay-per-call verticals. From its roots as an affiliate network, they’ve expanded to their own tech solutions, owned and operated sites, direct offers, and a full media buying team. This diversification has helped them stay relevant and empathetic to the needs of both their advertisers and affiliates, as they are right next to them in the trenches. “Aragon takes the time to ensure goals are in-line with both advertisers and publishers with the intention of creating long-lasting, mutually-beneficial relationships where both sides succeed,” said Eric Famoso, Director of Sales at Aragon Advertising.

When Aragon began offering pay-per-call services four years ago, the space was still nascent. Since then, they’ve grown their pay per call business 3x year over year and proven the market opportunity around pay-per-call. Their early success came from being able to promote offers from top-tier brands, which they were able to access through Invoca’s syndication features.

In order to continue to push the boundaries in pay-per-call and scale its business, Aragon needed to develop deeper integrations in its marketing stack to manage both click tracking and pay-per-call data in a single platform that was also accessible to its affiliates.



THE CHALLENGE

Working with Invoca's AI-powered call tracking and conversational analytics platform helps Aragon deliver real-time call analytics, based on data generated before, during, and after a phone conversation. This provides transparency and data accessibility that allows their clients to make more informed optimization decisions.

"Invoca already works with some of the most well-respected brands. Their technology is strong, they have reliable infrastructure, calls don't get dropped or blocked by carriers, and they spent a lot of resources building fraud protection for keeping advertisers safe," said Famoso.

One of Invoca's most valuable features is syndication. Through syndication, advertisers are able to provide Aragon with access to their campaigns. Approved partners are able to pull call tracking phone numbers from Invoca and drive calls for the advertiser's campaigns, earning payouts for quality traffic.

"If you're getting into pay-per-call, there are huge advantages to Invoca's reach and reputation. As an advertiser, you can syndicate to their world-class partners, including Aragon, or as a publisher, you can have direct access to Invoca's respected brand customers."

Aragon started considering Everflow for click tracking in 2018, after seeing a demo of the platform and being introduced to an array of features that would help grow their business. "We were on another platform for a number of years and while it had an integration with Invoca, it needed some improvement, but they were not able to provide that," said Famoso.

Everflow promised and delivered a platform that was faster and more intuitive than the solution it was previously using. It allows the agency to get all of its affiliate information for the Aragon network in one place. "Managing separate platforms for calls and clicks was just out of the question."

THE RESOLUTION

Providing a Unified Tracking Platform for Affiliates

Aragon began using Everflow's all-in-one platform for managing both their click tracking and their pay-per-call data. They drive performance for their advertisers through tracking links, tracking phone numbers or without links using direct linking.

They decided to migrate to Everflow for all of the advanced features that would help them continue to build on their successes. Everflow offered them a solution that continues to evolve and allows Aragon to keep up with major changes in the industry, including ITP and GDPR.

"We appreciate how seriously Everflow takes our feature requests. They built the core features we needed to switch to them, and have continued to support our additional requests. The ability to build exactly what we need for our partners has really created a fantastic relationship."

Integrating Invoca with Everflow to Optimize Campaign Performance

When Aragon began considering migrating to Everflow, they knew that the most essential piece would be to build an integration with Invoca.



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The Everflow customer specialist team worked tirelessly to quickly bridge that gap. Aragon is now able to see the call record IDs in Everflow, which makes it easier to zero in on any reporting discrepancies. The synced report helps them quickly and painlessly compare transaction records to find where any issues are occurring. When further detail is needed, it can also drill down on individual calls and transactions in the Invoca platform.

Integrating Invoca with Everflow allows Aragon to provide a unified platform experience for its affiliates with all of its offers and Invoca data under one roof, as well as making billing more efficient by keeping all of the affiliate revenue records in one place.

“The migration was as smooth as can be expected. We didn’t see any drops in performance or have any outages which is really impressive considering how large our migration was,” said Famoso.

The partnerships with Everflow and Invoca arm Aragon with actionable data for optimizing the performance of all its campaigns and provides a new level of transparency with its clients and partners. They’ve managed to continue to grow their business during the entire process, and support for ongoing feature improvements from both Everflow and Invoca leaves the future looking bright.



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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.

