



Using Invoca Call Tracking to Optimize Media Spend and Drive More Phone Call Conversions for Clients

Results at a Glance

80%

Reduction in Dead Spend

50%

Increased in Total Revenue from Non-Brand

50%

Increase in Non-Brand Order Volume

Invoca enables ISG to get full visibility into the sales calls their marketing campaigns drive, helping them to acquire more customers for clients like DISH, AT&T, Windstream, and CenturyLink.



THE MISSION

Founded in 2008, Infinity Sales Group provides a performance-driven marketing and sales center for leading brands. ISG's mission is to drive more ROI for its clients by relentlessly pursuing results.

Stacked with top talent, ISG uses a variety of marketing tactics — from website design and development, SEM, SEO, content origination, and print and traditional media — to drive leads. They then use their own internal sales contact center reps to convert those leads to customers on behalf of their clients.

ISG works with some of the world's biggest brands — they've been DISH Network's number one sales partner for over 10 years as well as a major sales partner for several telecom and ISP companies like AT&T, CenturyLink, HughesNet, Windstream, and Frontier.

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THE CHALLENGE

The majority of ISG’s conversions happen over the phone. Their marketing campaigns are geared toward driving phone leads to their team of sales reps, who then convert those leads on behalf of their clients. But they didn’t have a clear view of which marketing campaigns and website pages were driving the best sales calls.

“The majority of our business — probably 98% — stems from inbound phone calls. It was imperative for us to find a way to track the call conversions we were driving so we could optimize our media spend. And we had no way to do it without Invoca,” said Jason Hazlewood, Director of Online Experience & Usability at ISG.

Unlike other partners, ISG spends its own marketing dollars to acquire new customers on behalf of clients. And the lack of attribution for phone call conversions made it difficult for them to understand which campaigns needed more budget behind them — and which needed to be tweaked or scrapped.

The problem was especially evident in their paid search campaigns. Since they weren’t able to push call conversion data into Google Ads, the Smart Bidding algorithm wasn’t able to help them automate their bidding in a meaningful way — it could only do so based on online conversions.

ISG knew they needed a call tracking solution that could attribute call conversions to the campaigns and search keywords that drove them. The solution also needed to integrate with Google Ads and the other martech tools they relied on to drive growth for clients.

When they began their search, Invoca quickly stood out from the pack. “Not only was Invoca the only provider that could handle our call volumes — it was clear to us from the beginning that they were the market leader,” said Jake Rosen, Director of Direct Response at ISG.

THE RESOLUTION

Now that ISG uses Invoca's call tracking solution, they're able to quickly pinpoint the marketing campaigns and webpages that are driving valuable sales calls versus the ones that are driving customer experience issue calls and other non-sales-related inquiries. With this powerful data, they've been able to optimize their media spend to drive more phone call conversions for their clients at a lower cost. They also improved ad targeting by using data from phone calls to build richer customer profiles and build new audiences.

As a result of using Invoca, ISG saw an 80% reduction in dead spend, a 50% increase in total revenue from non-brand, and a 50% increase in non-brand order volume.

Using Invoca Data to Inform Google Ads Smart Bidding

ISG uses Invoca to get granular call attribution from Google Ads. With this integration, they can understand the quality of calls each keyword and search query is driving.

"Invoca's keyword-level data for Google Ads has been game-changing," said Rosen. "It's opened our eyes to a lot of keywords that looked promising to us in the past, but were actually driving unqualified traffic and non-sales-related calls."

Invoca also supports Google's Smart Bidding algorithm, so ISG can automate their bids to drive more phone call conversions at a lower cost. This has helped them deliver better results at scale.

"The results from integrating Invoca with Google Ads Smart Bidding have been fantastic. We've increased conversion rates while lowering our cost per acquisition," said Rosen. "Plus, the automation and scaling benefits have taken us to the next level."



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Integrations With Tealium and Criteo to Create Audiences for Retargeting

ISG also uses Invoca's integrations with Tealium and Criteo to help create audiences for retargeting. Invoca captures data from the call — the caller's phone number, their website path, if it was a sales call, if a conversion took place, and more — and passes this data into the customer profiles in Tealium and Criteo. ISG can then use this information to determine how next to engage that customer.

For example, if there was a quality phone lead that didn't convert, ISG could retarget them with ads to re-engage them. If the customer made a purchase over the phone, ISG could upsell them with ads for associated products or services. Or, if there were no upsell opportunities, ISG could exclude them from receiving future ads to avoid wasting spend.

"Invoca's integration capabilities are exceptional. They've helped us close the loop on online and offline data to gain a full view of the customer journey," said Hazlewood

Expanding ISG's Client Base With Invoca's Partner Exchange

In addition to the benefits they received from Invoca's platform, ISG is also able to tap into Invoca's extensive partner exchange. The strategic introductions Invoca made helped them connect with new affiliates and expand their clients base.

"Our Invoca integration is a key part of our pitch to new clients. It shows that we have the data necessary to make informed decisions that drive value," said Hazlewood.



THE RESULTS

80%

Reduction in Dead Spend

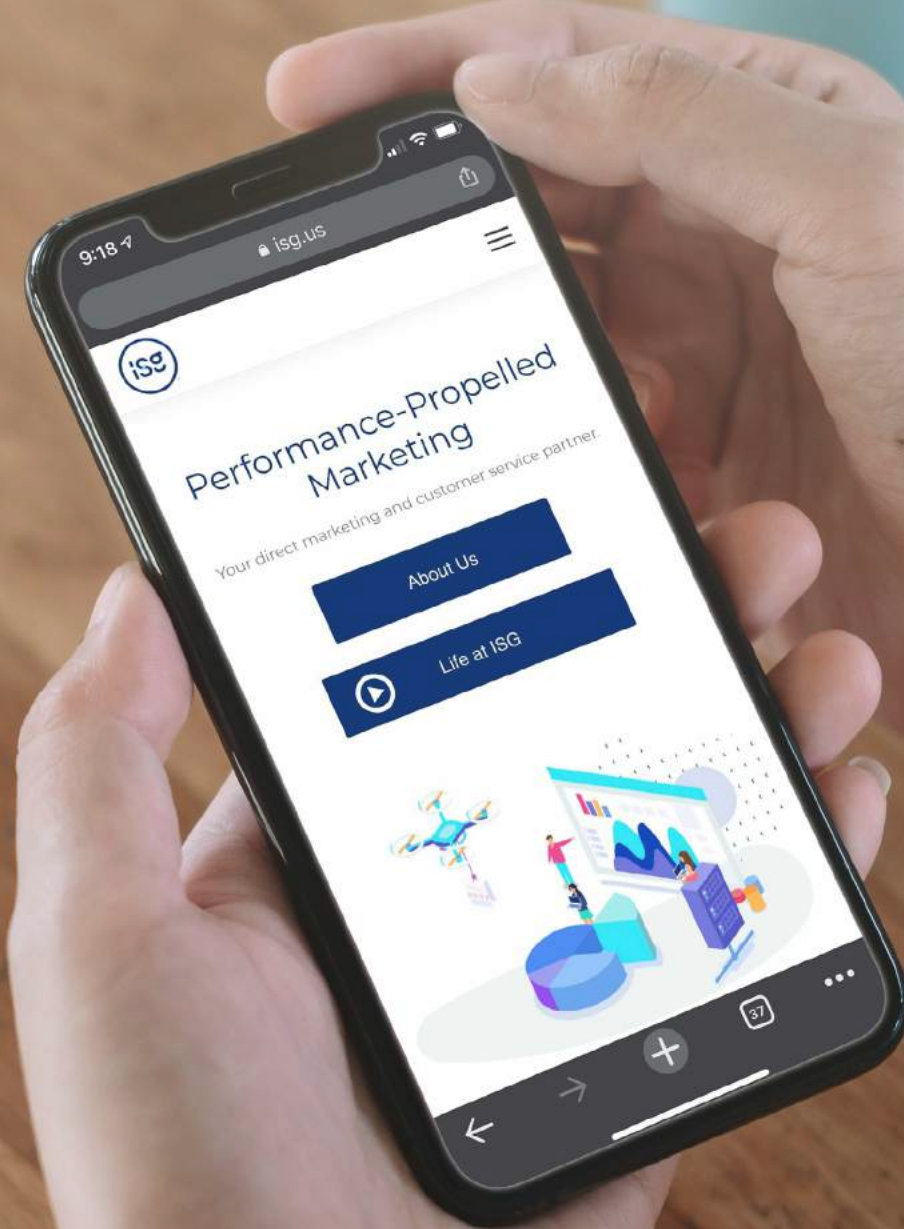
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Learn more about how leading marketers are using call tracking and conversation intelligence to drive revenue at invoca.com/customers.

