Greg Smith Equipment and Seer Interactive use Invoca to increase paid search ROI.

Results at a Glance

- **32% increase** in return on ad spend and revenue from paid search.
- **24% more** revenue attributed from SEM calls.

Greg Smith Equipment and its agency Seer Interactive drive more call conversions from paid search and get closed-loop attribution with Invoca conversation intelligence.
Since 1982, Greg Smith Equipment has been the industry leader and trusted distributor of car lifts, tire changers, wheel balancers, and other quality automotive equipment. Today they sell that equipment online through their website, over the phone, and at showroom locations across the United States.

To generate demand from their target audiences — automotive repair shops and hobbyists who build, restore, and repair vehicles — Greg Smith Equipment partners with leading digital marketing agency Seer Interactive. Seer uses paid search text and shopping ads to reach those audiences to drive more revenue for Greg Smith Equipment at an efficient rate.

Phone call conversions are important revenue drivers for Greg Smith Equipment
When optimizing digital advertising, Seer believes in making data-informed decisions. They don’t guess when it comes to their clients’ bottom line. It requires accurate, closed-loop performance data to understand what’s really driving revenue so Seer can make the most impactful optimizations. For clients like Greg Smith Equipment, that data must include phone call conversions.

“Greg Smith Equipment gets a ton of phone calls, and those callers can be extremely valuable conversions,” said the Paid Media Account Manager at Seer Interactive. “Customers needing to place large orders often call for help to finalize a purchase, and those calls are a win-win for Greg Smith Equipment. They are opportunities for their expert support staff to provide great customer service and also recommend options that can increase the order size.”
For the closed-loop revenue attribution data from calls generated by paid search, Seer and Greg Smith Equipment use Invoca. Here’s how it works:

1. **Keyword-Level Call Attribution Tied to Click IDs:**
   For every call from paid search, Invoca’s AI-powered call tracking solution captures the Google or Microsoft Advertising click ID, the caller’s phone number, and the day/time of the call and pairs that data with attribution on what drove it, including the search engine, campaign, ad group, keyword, and actions the caller took on Greg Smith Equipment’s website. Invoca captures this data for both SEM text and shopping ads, as well as calls from both paid search call extensions and website visitors.

2. **Closed-Loop Reporting for Callers:**
   That call tracking data from Invoca is connected to the revenue generated by each call from Greg Smith Equipment’s system of record, enabling Seer to measure the real value and return of every call they generate down to the keyword. “Invoca’s closed-loop reporting enables us to attribute revenue generated from calls from paid search and get credit for all the revenue we generate for the client,” said the Paid Media Account Manager at Seer Interactive.

3. **Per-Call Revenue Data Activated in Search Ad Platforms:**
   Seer then activates the call revenue data from Invoca in Google Ads and Microsoft Advertising, eliminating the blind spot that calls create in performance metrics. Now they have holistic data on how each campaign, ad group, keyword, and call extension is driving revenue, both online and over the phone.

4. **Smart Bidding Algorithms Optimize to Increase ROAS:**
   Seer uses revenue data from online and phone orders as the fuel that powers the Google Ads and Microsoft Advertising smart bidding algorithms, enabling them to make smarter optimizations to increase revenue and ROAS for Greg Smith Equipment.

“The real power of Invoca’s call tracking is that without it, we would be blind to the revenue we generate from SEM calls. And since Invoca enables us to pass conversion data from SEM calls into the search engines, we’ve seen paid search revenue and ROAS increase significantly. It’s been tremendous.”
The results speak for themselves. Over the first year using Invoca, the Seer team attributed 24% more revenue from SEM calls while driving a 32% increase in both ROAS and revenue from paid search for Greg Smith Equipment.

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“Invoca makes it easy to attribute revenue from phone calls driven by search and Facebook advertising. Other call tracking platforms I’ve worked with couldn’t do closed-loop reporting, so having Invoca help us automate it has been huge and dramatically decreased our wasted marketing spend,” said the Paid Media Account Manager at Seer Interactive.

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THE RESULTS

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