

Pay-per-call agency switches to Invoca to optimize campaign performance and increase ROI for clients

Results at a Glance

100%

Increase in
Conversion Rates

40%

Increase in
Earnings Per Call

40%

Increase in
Revenue Per Call

Digital marketing agency Direct2Market Digital Solutions switched to the Invoca call tracking and analytics platform so it could provide a trusted solution for complete, transparent reporting between advertisers and publishers to optimize pay-per-call campaigns and increase ROI.

THE MISSION

“Call conversion data can’t just come out of a black box, you have to be able to show why it happened.”

Direct2Market Digital Media Solutions (D2M) offers its clients a diverse portfolio of revenue-generating and call monetization opportunities. Working within the pay-per-call space, D2M focuses on direct relationships with brands, agencies, network, and affiliates, buying and selling calls in over 70 verticals in the U.S. and Canada. In order to facilitate successful relationships between advertisers and publishers, D2M needs to be able to provide accurate, real-time call data to all of its clients. In doing so, transparency is key, so it needs to use a call tracking and analytics solution that is easy to use and known and trusted throughout the performance marketing industry.

“We only work with companies looking to buy or sell calls who believe transparency is the key to working together to increase campaign performance for all involved,” said Zach Bradley, COO and Partner of D2M. “We find that, while there are thousands of individual companies in the PPC space, better results can be obtained when the parties working together communicate regularly and share results so that calls and campaigns can be optimized.”

This means not just being able to send the right calls to the right buyers, but being able to validate results in a way that everybody trusts. “Call conversion data can’t just come out of a black box, you have to be able to show why it happened.”





THE CHALLENGE

D2M has been in the pay-per-call business for over a decade, so it is no stranger to call tracking and analytics platforms. “When you invest in a call tracking platform, that platform becomes the lifeblood of your business. If it isn’t efficient, or if it’s confusing for your customers, it will almost certainly hamper your growth.” They had tried other call tracking platforms, but found that while they may provide a similar type of data, it was difficult to access and make the data useful. With the call tracking platform D2M was using previously, getting call data to partners involved exporting spreadsheets, creating pivot tables, and spending hours sorting through all the data.

“As our company grows, and we’re running with 70 verticals and hundreds of advertisers, doing this for every client every day was not sustainable and it made self-service difficult.” In order to scale its business, D2M needed transparent reporting that was easy to use for both them and their advertiser and publisher clients.

THE RESOLUTION



D2M switched from its previous call tracking solution to Invoca to resolve these reporting issues, and now uses Invoca for all of its call tracking and analytics reporting that it provides to its clients. “Based on our previous experience with Invoca, we knew that it was second-to-none when it came to combining features and capabilities, reporting, and visibility, said Bradley. “Just as important is the service they provide, and our Invoca account manager and their support team have consistently exceeded our expectations.”

Faster, More Accessible Reporting

With Invoca, D2M has been able to make reporting faster, more accessible and transparent, allowing them to further grow their business. “While we could find most of the same data in other platforms, with Invoca it’s super simple. When our partners log into the platform, they get all the information they need so they can leave feeling confident that the best decisions were made without having to deal with a bunch of spreadsheets. In Invoca, it’s all point and click—it’s all right there.”

Better Advertiser to Call Matching

D2M is now constantly optimizing every campaign it runs based on what Invoca’s reporting shows. By watching keypress and language changes within IVRs, fulfillment and routing based on campaign weights, and performance by publisher and advertiser, it allows them to make sure that calls coming in are being handled by the best buyers for those calls and driving higher EPCs for everyone. “With Invoca we are able to better understand our advertisers’ performance, which helps us match the right advertisers to the right calls. Upon switching to Invoca, we immediately saw a jump in conversion rates, EPC, and RPC, and since then, have used Invoca’s reporting to further optimize our campaigns and grow the business,” said Bradley.

Along with conversion rates that nearly doubled across their network, D2M also saw better call routing efficiency and better visibility into campaign issues. Seeing the reason a call drops or isn't paid out (off-hours, wrong geo, etc.), allows them to see where they need coverage, and provide more information to buyers and publishers on what is needed from each party to resolve issues.

Building Trust and Relationships With Invoca

In today's pay-per-call industry, transparency, visibility, and the ability to provide performance metrics from a trusted third-party platform has become critical to an agency's success. "If you want to be known as a reliable agency, if you want to be known as the best, you have to use the best tools, and that's why we chose Invoca. Just like when you want a great steak you go to Ruth's Chris, not Applebees."

"Invoca helps us give our partners the information they need to keep working with us, which is something you don't often see on call tracking platforms."

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THE NEXT CHAPTER

We plan to continue to use Invoca as we grow our business, and will soon be using additional features currently offered, like the Custom Webhooks and API integration.



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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.

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