Call Engine

Driving more calls and revenue with complete caller data

Results at a Glance

500%
increase in total call volume since August 2016

25-30%
month over month growth in total call volume

360%
increase in sales for a single advertiser over 8 month period

CallEngine uses Invoca to give consumers the ability to immediately connect with service providers via telephone. They leverage data obtained through that process in order to bolster internal media buying efforts and strengthen their owned and operated brands.

THE HERO

Ryan McVey, Co-Founder & CEO of CallEngine, a performance-based marketing agency that leverages its online brands and internal distribution to drive new customer acquisition.

"We try to understand the psyche of the caller as much as possible so that we can cater the user experience to them and ultimately make our campaigns convert better."

THE MISSION:
Improve conversions and create a better customer experience with data driven marketing.

CallEngine is all about creating a seamless shopping experience while driving high-converting phone calls to advertisers. Their main goal was to make it easier for consumers to interact with service providers in the manner in which they prefer; whether it be by filling out a web form, connecting immediately by telephone or scheduling a call back at a later time using sms messaging. That meant incorporating these various touch points into their web properties and learning as much as they possibly could about prospective consumers so that they could match them with service providers that best fit their needs.

Since CallEngine's core business is delivering phone calls to providers, they also needed an affordable way to track and measure call conversions from all sales channels – online and offline.

THE CHALLENGE:
Actionable call data from all channels, to focus budget on driving calls that generate revenue.

Track calls from online and offline sources

To improve the customer experience, CallEngine needed more data. While in-house paid search and Facebook efforts drove most call volume, their media buyers were also testing more traditional channels such as newspapers and radio to increase traffic to their web properties. CallEngine needed to be able to effectively track calls and collect caller data regardless of where the calls were coming from.

Reduce Wasted Traffic

CallEngine wanted to find ways to reduce the amount of paid media dollars being spent on clicks and site views that were not generating enough revenue. They sought to improve targeting and maximize monetization of all paid media.

THE APPROACH:

Use Invoca's call intelligence to improve the conversion process and drive more high quality calls.

Optimize search and social campaigns to meet customers' needs

Better optimization required collecting all call data to learn as much as possible about each caller. Enter Invoca. With Invoca's call intelligence, CallEngine was able to study the correlation between certain caller attributes (ie. geography, time of day, phone type..etc.) and media buy performance by channel.

Further, analyzing call recordings (where permitted) and caller key presses, CallEngine gained a much stronger understanding of the customers that their advertising was attracting. This data was fed to their internal Google, Facebook, and Media Buy teams and used to optimize targeting, create mirror audiences, and reach ideal consumers more effectively.

360%
increase in sales from CallEngine generated calls
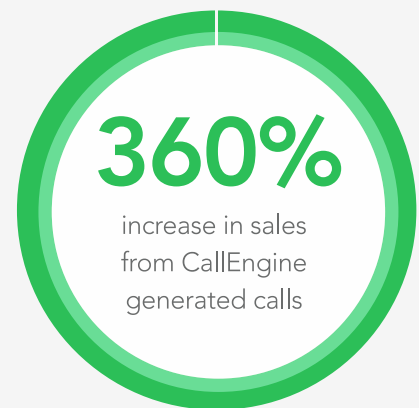
Use call intelligence to better cater IVR to audience

With better consumer understanding, CallEngine focused on altering and fine-tuning their IVR processes to better filter calls for the intended audience and sought to find homes for the calls that were not ideally suited for that audience. The strategy was to give buyers exactly what they wanted and provide what they didn't want to other buyers that did, improving overall efficiency. CallEngine was also able to identify cross-marketing opportunities leveraging Invoca's opt-in sms messaging feature and internal automated lead response solutions.

THE RESULTS

With the help of Invoca's call intelligence platform, CallEngine was able to better understand callers from all channels, and optimize campaigns to drive higher quality calls and increase conversions. The end result: higher call volume, company growth, and increased sales for their buyers.

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increase in call volume

25-30%
growth month- over- month

360%
increase in sales from CallEngine generated calls

THE NEXT CHAPTER

As CallEngine continues to expand their in-house distribution team with new expertise in more channels, they are in the process of evaluating further Invoca integrations including Facebook and Voice Signal. They believe that these integrations will assist them on their ongoing quest to achieving efficient media buying and optimal consumer experience.

> "As a company that is focused on controlling our own traffic and building our own brands, we're excited to start utilizing more and more of the tools that Invoca has to offer."

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

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