

Using call tracking and analytics to get full visibility of the customer journey

Results at a Glance

80%

reduction in CPA for leading insurer

60%

increase in conversion rate since 2017

5x

increase in affiliate PPC business

Performance marketing agency uses Invoca AI-powered call tracking & analytics to expand business and reduce CPA for clients.

THE MISSION

Visiqua is a performance marketing agency that is focused on accelerating customer acquisition by precisely connecting to users at the ideal point of the customer journey. It started out as a traditional CPA traffic generation agency, but it wanted to explore how it could bring pay-per-call services into the business to expand its reach and offer more services to its customers.

Many Visiqua clients are in considered purchase categories like insurance and home services, and in those categories, driving high-intent customers to the phone is a very important part of their business.



THE CHALLENGE

In order to track leads and conversions for brands, affiliates, and publishers, Visiqua needed to implement a call tracking solution. They tried several call tracking platforms to get the new pay-per-call business going, but none were a great fit. “We tried three other call tracking solutions, but they were all big failures,” said Jamie Sutton, VP Revenue & Product. “We knew we had to get into the pay-per-call business, but you’ve got to have the right tech stack to support it.”

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Jamie Sutton - VP Revenue & Product, Visiqua



THE RESOLUTION

Time to Disposition Call Data

BEFORE 90 Days

AFTER Instant!

After some trial and error with other platforms, Visiqua chose Invoca as its call tracking and analytics solution. From features to customer service, they found that Invoca provided everything needed to enter the pay-per-call space and elevate the level of service it provides to its customers. “The other platforms we tried were really basic. They were fine for pulling phone numbers and basic reporting, but they just weren’t robust enough,” said Sutton. Invoca’s complete reporting, Signal AI call analytics, real-time routing capabilities, as well as superior customer service made it just the right fit for expanding their pay-per-call business.

Expanded Pay-Per-Call Business 5X

With Invoca, Visiqua was able to kick off its pay-per-call business and fully manage its network of affiliates and buyers. “We have our own properties and we also run an affiliate network, so being able to track all of them in one platform was a big deal.” Since many of Visiqua’s clients also use Invoca, they are able to realize CPC cost savings by running syndicated campaigns with them. “Being able to tap into that Invoca community was a big step for us to be able to grow our revenue, our company, and the pay-per-call division.” It was also able to expand its network of properties by utilizing Invoca’s ringpools and phone number swapping to manage and track calls. Since implementing Invoca, Visiqua has increased its PPC business five-fold.

Signal AI Provides Instant Call Disposition

Visiqua previously had issues getting call disposition data in a timely manner from some clients. This means that they did not know the outcome of a call for up to 90 days. “By that time, call disposition isn’t very meaningful, and it doesn’t help if we want to make optimizations to a campaign.” Before using Signal AI, they were able to tell clients how many calls they sent and billable call duration, but, ultimately, they want to see customer acquisition numbers.

“In a 90-day period, we were able to use these optimizations to reduce the client’s cost per acquisition by over 80 percent.”

Visiqua has a dedicated team of data scientists that examine whether or not they are hitting that goal or not, but without timely disposition data, that was difficult to do. Using Signal AI, Visiqua was able to instantly disposition calls themselves, and this new source of first-party data became very valuable to them from an optimization and reporting standpoint, as well as to their customers. They are now actually able to show the client their acquisition numbers before they even know what they are. “Between being able to position ourselves as an expert and make real-time optimizations, that’s a pretty valuable thing to have.”

Reduced CPA for Major Insurer by 80%

With real time call disposition data available, Visiqua is able to inject that information into Tableau and they are able to see what campaigns are working and which are not. One of its clients is a major insurance carrier, and they were able to make real-time optimizations to get more customers on the phone who ended up getting an policy quote. “We could adjust for geos, high-performing publishers, and do it more or less in real time.” “In a 90-day period, we were able to use these optimizations to reduce the client’s cost per acquisition by over 80 percent.”

Helping Brands Enhance Customer Experience

Signal AI allows Visiqua to inform brands of problems on their end in the call center that they may not have been previously aware of to increase conversion rates and improve the customer experience. This not only benefits the customer, but Visiqua also sees an increase in revenue because of the higher conversion rate. “With this data at our fingertips, we can point out any problems that we see and they can make improvements on their end to create a better experience for the customer and solve a problem for their business as well.”



RESULTS

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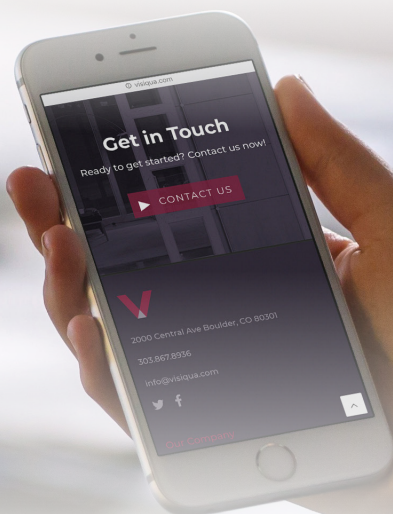
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THE NEXT CHAPTER

Visiqua is continuing to expand the services that it offers using the Invoca platform. With the use of Signal AI, Visiqua is now able to add the ability to understand the outcomes of the calls they sell so they can optimize media buying in real time based off the highest quality calls and will continue to roll out to new sites, finding new innovative uses for Signal AI. "We're really happy with how we've been able to use Signal AI so far, but there's probably a hundred different ways we can still use it." Visiqua is also integrating Invoca with its lead tracking software in order to help enhance the caller experience. It is also planning on utilizing the real-time routing API to select the best buyer for any given call by sending and receiving a response from buyers.



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

