Using Invoca + Adobe Analytics to gain a deeper understanding of the
customer journey to drive revenue-generating decisions.

Invoca’s seamless integration with the Adobe Marketing Cloud provides us with an extra layer of rich data that we use to make more informed business decisions, and ultimately allows us to drive more value from our marketing efforts.

_Brent Radcliffe, Senior Associate, Marketing and Analytics_

The Challenge: Measuring Marketing Success

Cvent’s marketing team is committed to measuring marketing performance - they have to be when handling a substantial marketing budget. The problem they faced was that they could not attribute inbound phone calls to specific marketing campaigns. Brent Radcliffe, Senior Associate of Marketing and Analytics at Cvent, explains, “We use 1-800 phone numbers in our marketing campaigns and on our websites, but it was nearly impossible to efficiently track who was calling and why.” Without this data it was difficult to quickly understand the effectiveness of their marketing campaigns, let alone use the data to optimize.

The Solution:

Brent and his team decided to leverage Invoca’s integration with Adobe Analytics to make phone calls a new point of marketing success. By adding Invoca’s call intelligence to their analytics, Brent was able to accomplish three major things:

1. **Effectively measure marketing success**

Brent and his team are now able to tell when a potential customer makes a phone call, and can link the call back to a specific marketing campaign. This allows them to use inbound phone call data, paid search conversions, and website visits to create a more robust lead scoring system, which ultimately helps them measure the value of their marketing efforts.

2. **Improve efficiency on the sales floor**

With Invoca, Cvent analyzed things like peak times for inbound calls and the distribution of client support calls versus new customer calls. This information allows them to make sure the sales floor is appropriately staffed throughout the day.

3. **Create unique, one-to-one customer experiences**

Cvent makes sure that callers have a consistent experience and conversation, so when they call in from a major campaign, they will be greeted by a sales agent ready to discuss the specific offer or event that prompted the call.

Want to see what call intelligence can do for you? Call 866-261-7017