



Broadvoice, Goji and Brady Corp Unlock Call Intelligence Opportunity with Invoca

INVOCA ANNOUNCES RECORD NUMBER OF NEW CUSTOMER WINS IN Q3 2014, AS MORE COMPANIES RECOGNIZE THE IMPORTANCE OF CALL INTELLIGENCE IN A MOBILE WORLD

SANTA BARBARA, Calif., Nov. 18, 2014 /PRNewswire/ -- Invoca, the call intelligence company, today announced a record number of new customer wins in Q3 2014, a 110 percent increase over new customers signed in Q3 2013. Invoca's new customers represent leading brands in the insurance, manufacturing, telecommunications, healthcare and travel industries, including Broadvoice, Goji, Brady Corp, togetherhealth and RentalPlaces.com.

"As consumers increasingly use their smartphones to conduct product research and make important purchases, more marketers are recognizing that call intelligence is a critical part of the marketing cloud stack," said Jason Spievak, CEO of Invoca. "With the right technology and strategy in place, marketers can tap into calls to quickly impact the bottom line and create better customer experiences."

The explosive growth in mobile has resulted in a dramatic increase in calls to businesses. BIA/Kelsey forecasts that by the end of 2014, the volume of calls to businesses will have grown by 350 percent since 2011. As consumers call businesses more than ever before, call intelligence is becoming a critical part of the marketing cloud. According to Invoca research, 76 percent of survey respondents want their marketing campaigns to drive more phone calls, yet 60 percent admit to not knowing which marketing campaigns drive inbound calls. More companies are turning to Invoca to give their marketing teams the analytics, automation and integration they require to optimize and drive more quality inbound calls.

Recent customer wins include:

- Broadvoice, a provider of hosted voice and data products in North America, works with Invoca to attribute paid search marketing to inbound calls.
- Goji, an online insurance agency that helps people easily and quickly navigate the complex process of buying auto insurance, relies on Invoca to help drive more high-quality inbound calls.
- Brady Corp, an international manufacturer of safety and identification products, printing systems and die-cut materials, uses Invoca to optimize marketing spend dedicated to driving inbound calls.
- togetherhealth, a medical prescription assistance company, uses Invoca to optimize marketing strategies based on detailed campaign tracking data from inbound calls.

- RentalPlaces.com, a professionally managed vacation rental online network, works with Invoca to uncover the number of calls they deliver to property management companies, and to understand which calls convert.

"Invoca's integration with Google Analytics makes it easy for us to determine which paid search campaigns are driving inbound calls," said Rob Fredrick, Marketing Manager at Broadvoice. "We're not only able to track the source of every inbound call, but we know which search ads and keywords are driving the calls that result in sales. Having this information enables us to direct our efforts and budget on getting more of these valuable, high-intent calls."

"Invoca has provided us the ability to quickly analyze which of our campaigns are driving the highest number of quality calls," said Ashley Halverson, director of marketing at Goji. "This has become increasingly important as we continue to expand our marketing efforts. With this information, we now know how to optimize and ultimately improve the overall ROI on a channel by channel basis."

"We've always known that our pay-per-click campaigns were driving inbound calls, we just didn't know which campaigns they were," said Andrew Carlson, global director of data and analytics at Brady Corp. "With Invoca, we're not only able to understand which campaigns are driving inbound calls, but which keywords within those campaigns are getting the best prospects to call. This allows us to attribute revenue back to the keyword and optimize our online marketing spend accordingly."

About Invoca

Invoca helps the modern marketer drive inbound calls and turn them into sales. By bringing call intelligence to marketers and their existing marketing technology systems, Invoca's platform delivers the visibility required to engage mobile customers beyond the click. Invoca has powered more than \$2.5 billion in sales for its customers and is backed by Salesforce Ventures, Accel Partners, Upfront Ventures and Rincon Venture Partners. For more information, please visit www.invoca.com.

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