

Invoca Enabled Empire Today[®] to Expand into New Marketing Channels



THE CHALLENGE

If you've been encouraging TV viewers to call the same phone number for the last 45 years, how do you grow your marketing distribution without sacrificing the attribution data that tells you which campaigns and channels are working the best?

Is it even possible to increase your call-in leads through new channels and still understand which campaigns are worth your advertising budget?

For Dan Altman, marketing manager for Empire Today[®], the famous shop-at-home flooring and window treatment company, these were the big questions he faced as he looked at "future-proofing" the company's marketing campaign.

Empire's "800-588-2300, Em-pire, Today!" jingle is one of the most recognizable in advertising today, so measuring the effectiveness of a TV campaign has been relatively straight forward.

But people's TV viewing habits have changed. "On-demand" services like Netflix, Hulu and YouTube, as well as DVRs, have liberated TV viewers from being locked into programming schedules - making "television only" marketing campaigns less effective at reaching potential customers where they consume media.

Worse, with the strength of its 800 number, Empire would have difficulty tracking any new advertising programs to assess success or optimize those new programs.

For Dan Altman, the success of Empire's iconic campaign could become the company's biggest challenge if he didn't respond realistically.

Dan knew he needed to adapt. That's when he reached out to Invoca.

CHALLENGES

- Adapt marketing strategies to changing TV viewing habits
- Increase call-in leads with expanded marketing distribution
- Maintain accurate attribution with new marketing programs

THE SOLUTION

Using Real-Time Caller Data to Create a Location Specific Customer Experience

After implementing Invoca's cloud-based marketing solution, Empire was able to quickly expand their reach beyond television to include new marketing channels like mobile search, yellow pages, print and radio.

With Invoca in place, Empire collaborated with a series of publishers and media partners to scale their distribution, while keeping total visibility into which channels and partners were driving calls.

Empire also expanded their branded presence into multiple offline mediums that would have proven difficult to measure and attribute success to in the past.

With every new effort focused on driving incremental phone calls, Dan's team needed to be able to pinpoint exactly which new publishers, marketing channels and campaigns were delivering the highest quality calls.

Fortunately, with Invoca analytics, Empire could track the exact ROI of each new campaign while keeping that data segmented from company's primary "800-588-2300, Em-pire Today!" campaign.

Using Interactive Voice Response (IVR) to Improve Lead Quality & Create A Superior "On The Phone" Experience

In addition to using Invoca to track campaign performance, Empire uses Invoca's IVR technology to power their interactive phone menu system.

Empire Today is a national company that services about 80% of the country. If for some reason a call comes from outside Empire's service area, their Invoca powered phone system identifies the caller as a "non-lead" and asks them to verify their zip-code.

If the zip code is in Empire's service area database, the caller is routed to the appropriate call center representative. If the zip code is not within the service area, the caller is hears a message letting them know Empire's services are not available. This geographic-based process provides callers with the best experience by saving them time and improves the customer service team's capacity.

Leveraging Call Data To Improve Messaging Across Every Customer Touchpoint

While Dan knew this use of Invoca alone could improve Empire's lead quality, his commitment to an excellent customer experience made him push the technology further. Great marketers never pass on an opportunity to gather customer intelligence and improve their marketing funnel.

Using Invoca, Empire's team can listen to every aspect of a customer's journey - from what keys they press, to actual phone conversations - to create a call experience that goes beyond expectations.

Invoca's call intelligence enables Empire to:

1. Analyze keypresses to identify common areas of confusion for new inbound callers
2. Optimize menu prompts to deliver clear messaging, ensuring callers are filtered and routed to the appropriate representative
3. Adjust marketing creative when call behavior does not align with campaign goals
4. Develop new services/offers on recurring needs found in actual customer conversations

SOLUTION

- Use Invoca to power inbound call campaigns with 3rd party media partners
- Measure performance of new media partners and channels with real-time attribution
- Leverage call analytics to optimize customer experience, campaigns, and marketing budget

Because Invoca's IVR is extremely easy to use, Dan's team makes these adjustments in real time without burdening IT and saving immeasurable long term costs for the company.

THE RESULTS

So what happens when an iconic company that has used the same jingle for 45 years embraces the technology, which gives them the freedom to scale marketing distribution and improve lead quality?

Since the first month of using Invoca, Empire has grown their inbound call volume to include an additional 2,000 phone calls per month exclusively through new distribution channels and media partners.

With the full transparency into new campaign performance, Dan and his team are empowered to optimize their marketing budget and invest in the channels and partners that drive the best results.

Specifically Empire has:

- Increased their marketing reach
- Delivered incremental business results ahead of their historical advertising programs' delivery.
- Improved customer satisfaction

With Dan Altman's savvy, Empire has leveraged Invoca to grow revenue through new channels by 200% and he's working to keep that growth coming!

If you want to learn more about Invoca's inbound call marketing platform please call 877-753-8504 or visit www.invoca.com.

If you're interested in joining Empire Today's affiliate program [click here](#).