

Invoca® Wins with Direct Mail and TMA®

Summary

Invoca® uses the Tactile Marketing Automation® (TMA®) solution from PFL to deliver a 1,500% return on investment (ROI) for their dimensional mail outreach campaigns—while simultaneously slashing production costs by 75%.

BEFORE

- High cost meant direct mail campaigns were limited to a few per year
- Manual data management would not scale to match marketing initiatives
- Agency relationship limited scope of campaigns

AFTER

- Powerful, fully integrated direct mail management capabilities in their existing marketing automation platform
- Flexible, scalable, automated direct mail execution
- Enable sales follow-up at best possible time

The Challenge

Invoca, the leading call intelligence platform, has built a large and engaged customer base. Growth was a key goal for the marketing team, but they were having challenges reaching key decision-makers. Digital fatigue—the tendency to disregard email and web campaigns because of overexposure to them—was creating a low response barrier between Invoca and their prospects.

While they had robust digital campaigns, the team at Invoca was just not seeing the results they wanted from those channels. To break through and reach their audience of increasingly distracted prospects, Invoca turned to a radical new concept: automated dimensional mail.

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and accelerate the sales cycle when we’re selling to large enterprises,” says Julia Stead, Director of Demand Generation with Invoca.

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Before implementing PFL’s solution, Invoca faced challenges with manual data management, a rigid “batch and blast” approach, and high costs due to the involvement of an outside agency. “Even on the enterprise level, these programs were just prohibitively expensive for us to do more than a few times per year,” says Stead.

Invoca needed to improve their process and automate dimensional mail through their existing marketing software platform. They needed a solution to scale to suit a variety of send volumes and buyer personas. And it needed to be cost effective.



The Solution

For Invoca, the answer was Tactile Marketing Automation (TMA) software from PFL.com. TMA connects the two worlds of digital marketing automation and print mail creation and execution seamlessly. “The process is streamlined—really, really simple and easy for everyone to use,” Stead says.

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This kit is a dimensional touchpoint in one of Invoca's multi-channel campaigns.

Results after the implementation were dramatic. ROI was a staggering 1,500%, surpassing expectations across the board. Response rates jumped, and because sales reps got more visibility into the mailing schedule they were able to make timely, triggered follow-up calls. Those calls resulted in more demos, and more demos meant more closed business.

As Stead observes, “Timing is important when it comes to direct mail...you don't want to spend money to have your package delivered and then have it just sit on someone's desk without any kind of outreach for a few days.” Stead continues, “You want to strike while the iron's hot.”

With TMA, each time an Invoca package reaches its destination, the company's sales reps receive notification within the hour. They can then set up outreach tasks that are triggered, prompting them to call that same day and send automated email in real time.

Finally, the Invoca team can easily swap out content and copy for each batch of items, allowing them to tailor messaging to specific groups and accounts. And because they automated their direct mail management, Invoca is now only spending a fifth of what they had been with the previous agency.

GOALS

- Empower sales team to appropriately time direct mail sends and follow-up communications
- Eliminate time-consuming manual data entry and tracking
- Enable move to a targeted, account-based marketing model

ACHIEVEMENTS

- 1,500% return on investment*
- 75% reduction in production costs
- Decreased overhead due to automation of direct mail fulfillment
- Created predictable and scalable lead flow

*ROI calculated based on pipeline generated

About Invoca

Invoca helps the modern marketer drive inbound calls and turn them into sales. Their platform delivers the inbound call intelligence required for marketers to optimize customer engagement and sales beyond the click. From attribution to intent, marketers gain a complete understanding of the customer's journey across digital, mobile and offline touch points so they can optimize their marketing spend, drive quality inbound calls and deliver a better customer experience.

About PFL

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing, and fulfillment services. We directly connect B2B and B2C organizations to cutting-edge solutions that accelerate productivity and drive business forward.