Eliminating the guesswork about the customer journey.

Results at a Glance

Real-time Insights

Access to real-time insights about inbound leads

Relevant Promotions

The ability to provide relevant, just-in-time promotions

Effective A/B Testing

A more effective data-driven approach to A/B testing

The customer insights Invoca provides helps Clutter make better decisions on marketing optimization and planning, and deliver timely and relevant promotions to its customers.

THE MISSION

Clutter is a storage-on-demand service that makes it easy for people to store their stuff by doing all the hard work for them. With a click of Clutter's app, customers can arrange for the company's movers to pick up their items, digitally catalog them, pack them up carefully, and then drive them to one of Clutter's local storage facilities. Customers pay a monthly storage fee, and when they want their belongings back, even if it's just one thing, they can arrange for Clutter's movers to retrieve and deliver it.

Clutter operates in eight major markets across the United States, including Chicago, Los Angeles, and New York City. And the Culver City, Calif.-based company has plans to expand its footprint to include 50 of the nation's largest cities and international markets. Additionally, Clutter is investing in tools like AI-powered call tracking and analytics to better understand its customers, market to them more effectively, and drive growth.

"Understanding who our callers are, and where they are calling from is critical to our ability to progress marketing efforts," said Liora Simozar, senior product manager at Clutter.

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THE CHALLENGE

"We implemented the Invoca platform because we wanted to get away from the guesswork."

While Clutter's service can be ordered online or through their app, a high percentage of Clutter's inbound leads call the company directly. But Clutter's marketing team had very little insight into the customer's journey prior to them picking up the phone.

"We knew which phone number a customer used, but we couldn't get much further than tying the phone number to a particular campaign," Simozar said. "We didn't have the level of granularity we needed to gain true insights about our customers."

Clutter sought a call tracking and analytics solution that would help the company understand, on a 1-to-1 basis, which marketing campaigns were drawing customers in, and what keywords they used for their internet search before contacting Clutter. "We implemented the Invoca platform because we wanted to get away from the guesswork," Simozar said.

THE RESOLUTION

One of the first tasks for Simozar and her team was to integrate Invoca with Clutter's Google Ads platform. "We wanted the customers who were calling us directly from an ad to be routed to our call center through an Invoca phone number," she said.

Next, they placed an Invoca number across all the landing pages on Clutter's website. Simozar said, "now when someone calls in, we can see exactly which landing page they came through and which campaign put them on that landing page." Clutter can also now track business development promotions where they don't have the luxury of query parameters.

The ability to provide relevant, just-in-time promotions

The webhook transfer process, or web callback, through Invoca provides Clutter with valuable insights about customers in real time. "As a customer is calling us, we're learning all the information Invoca's been provided about that person," said Simozar. "And we ingest the transactions API so that we can get the full picture of the customer's background based on Invoca's reporting."

She continued, "With Invoca, we can act on almost any metric, which is really powerful. We're able to gain really granular insights into our customers."

The webhook transfer process with Invoca also helps Clutter provide customers with relevant, just-in-time promotions. "Invoca lets us see not only which campaign is bringing in a customer, but also, who that person is on our website," said Simozar. "We know exactly which buttons they clicked, which pages they visited, and which promotions they saw. So, by the time they get to our call center, we have the information we need to communicate the right messaging to them."

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More meaningful A/B testing and variant performance

Clutter's decision to implement Invoca has also opened the door to a whole new level of A/B testing of its marketing campaigns. Simozar explained, "Before we built our A/B testing platform in-house, we were relying on our landing page provider to run that testing for us. But they didn't have the call-level data that we had. So, our platform was in one place, and our call center was in another. Invoca allows us to bridge the two, taking the variant data from our landing page provider and passing it on to our call center."

Through Invoca, Clutter's marketing team can see exactly which variant brought in a customer. They can also look at repeat visitors over time to understand the performance of different variants. "We even did an extreme take where we got rid of our lead conversion form and tried a variant with just phone calls," said Simozar. "If it wasn't for Invoca, we would never have known if a caller was coming from the variant with or without the lead form. We would have been unable to evaluate which variant was most successful."

Simozar said Invoca allows the marketing team to drill down on per-user insights and answer questions such as: Which variant was a user in? How many tests were they in? What different behaviors did they engage in while they were in the test?

"Invoca helps us to really understand what's going on with our A/B testing, beyond a top-level conversion metric."

THE RESULTS

Real-time Insights
Access to real-time insights about inbound leads

Relevant Promotions
The ability to provide relevant, just-in-time promotions

Effective A/B Testing
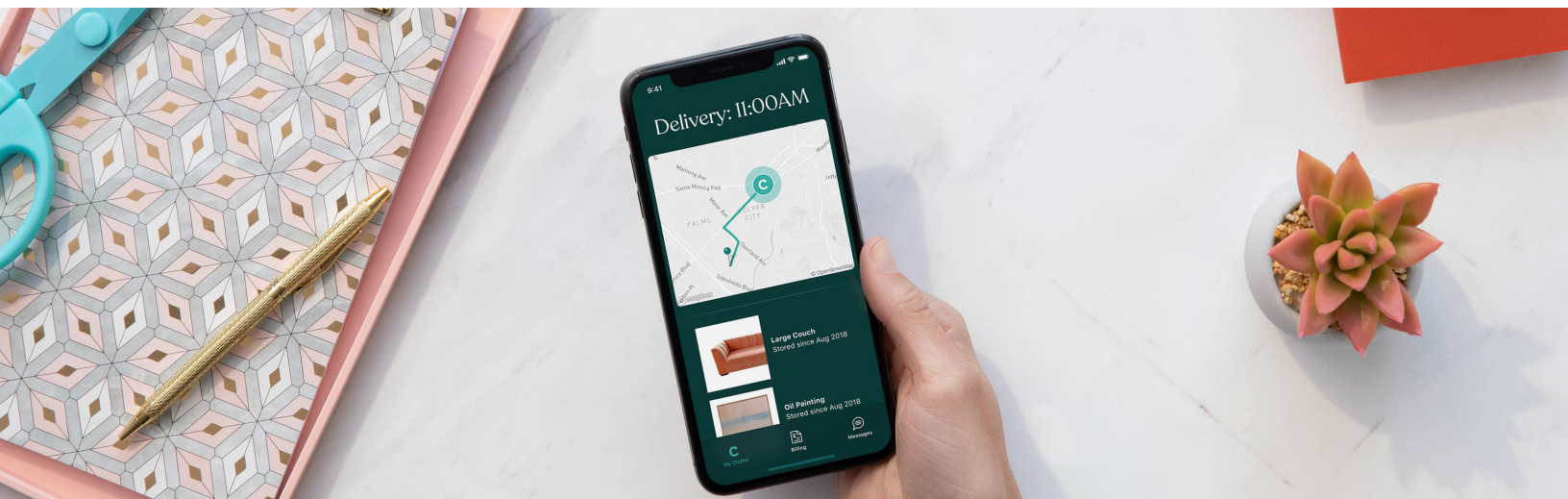A more effective data-driven approach to A/B testing

The insights Clutter is gaining from Invoca about its customers' journeys is helping the company to be more strategic and cost-efficient with its marketing efforts. "The bottom line is that it would be impossible for us to make informed marketing decisions if it wasn't for Invoca," said Simozar. "Without the granular insight we get from the platform, we wouldn't know which campaigns deliver the highest ROI, where we should put our marketing dollars, or when and where it's best for us to make changes to our campaigns."

Simozar said the marketing team is excited about experimenting even more with the Invoca platform in the future. "There's so much untapped potential with Invoca, in terms of how it can help us make our marketing funnel and sales experience more tailored to each customer." The plan, she said, is to use Invoca to "understand customer behavior up until the point of conversion, so we can craft a better package for them."

Simozar said she would recommend Invoca to other marketers because it is becoming increasingly important for companies to provide a customized experience to every customer. "Invoca is a valuable part of that toolkit," she said. "If you have any type of call center, you need a solution like Invoca to understand who's calling you and how you can best serve them."

> "The bottom line is that it would be impossible for us to make informed marketing decisions if it wasn't for Invoca."

Learn more about how leading marketers are using
AI-powered call tracking and analytics to drive revenue at invoca.com/customers.

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