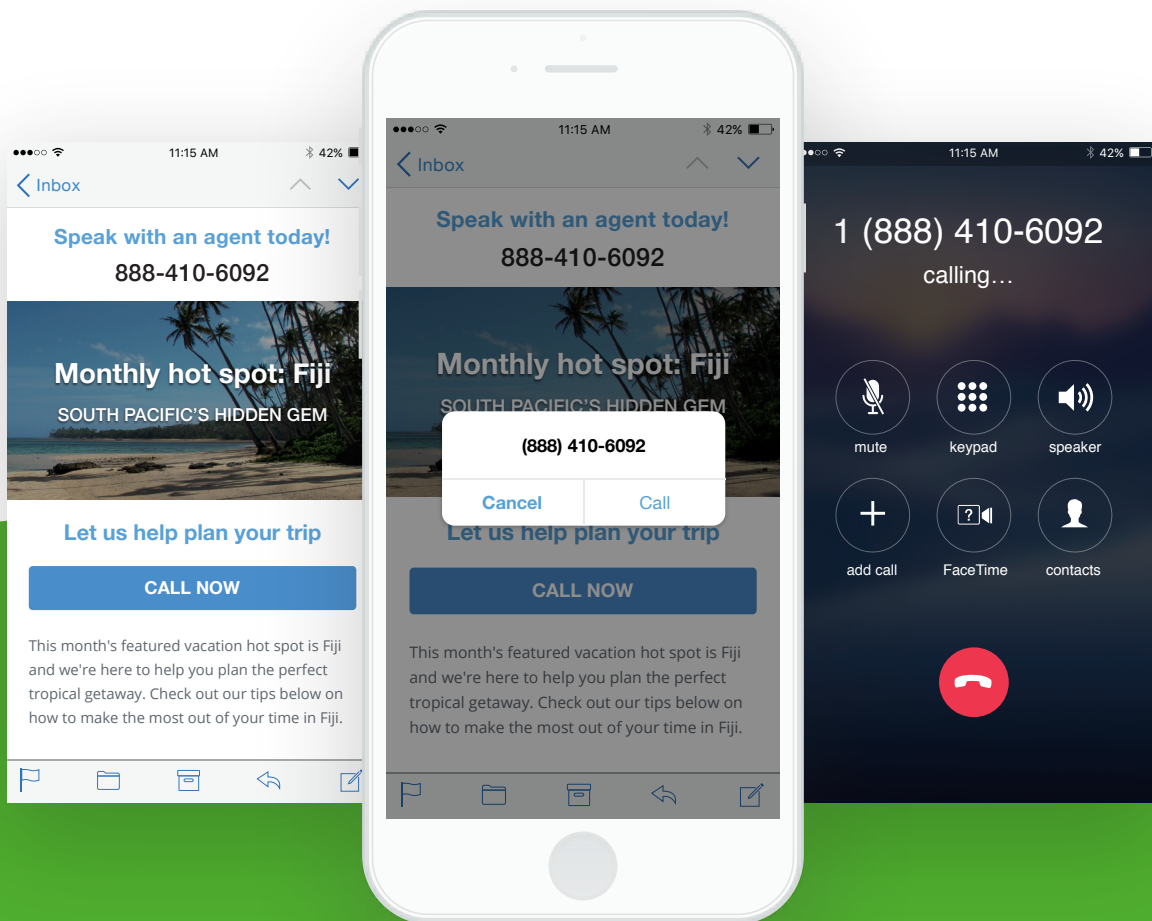


# Invoca for Salesforce® Marketing Cloud

Bringing calls and conversations to the omnichannel customer journey.



# INVOCA<sup>®</sup>

Learn more at [invoca.com/salesforcemarketing](https://invoca.com/salesforcemarketing). Call 888-410-6092

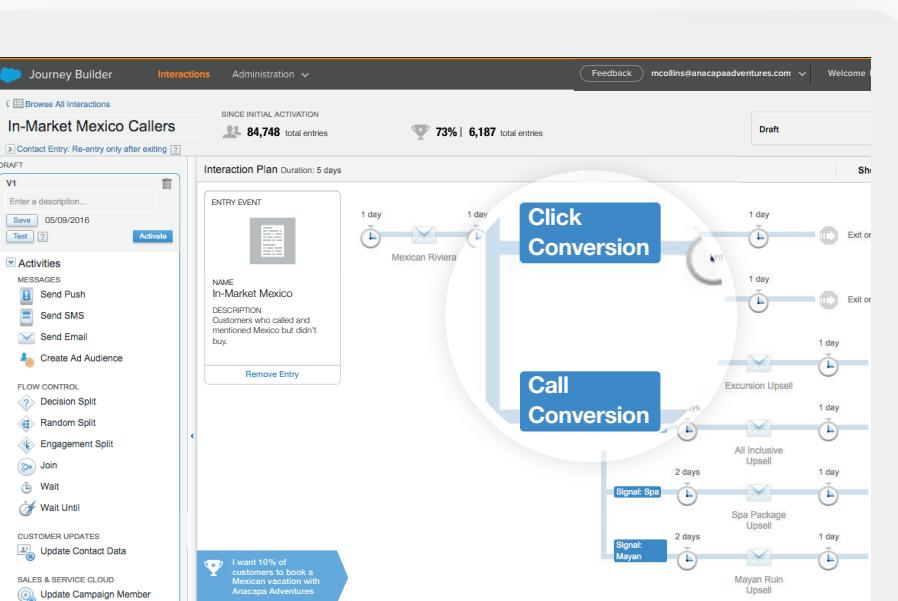
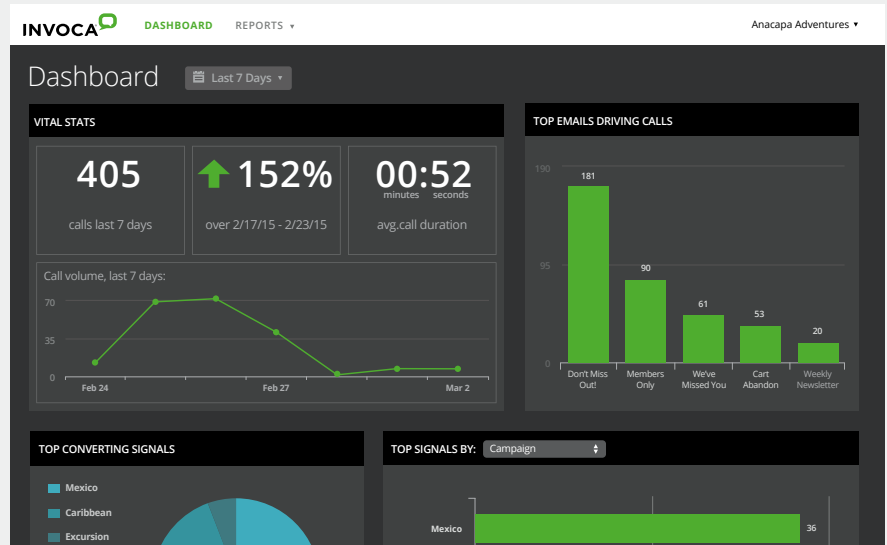
# The only call intelligence solution for Salesforce® Marketing Cloud.

## Call Attribution

Full visibility into your email conversions.  
The only solution to offer 1:1 visibility  
into how customers engage and  
purchase through calls from email.

## Enhanced Profiles

Improve targeting and personalization  
with rich profile and engagement data  
including detailed purchase,  
demographic, and customer  
conversation data from inbound calls.



## Omnichannel Journeys

Integrate powerful call data with tools like  
Audience Builder and Journey Builder to  
bridge the online-offline divide and improve  
marketing performance.

## Improved Efficiency

Integrate dynamic phone numbers and  
device aware click-to-call options without  
ever leaving your Marketing Cloud account.

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