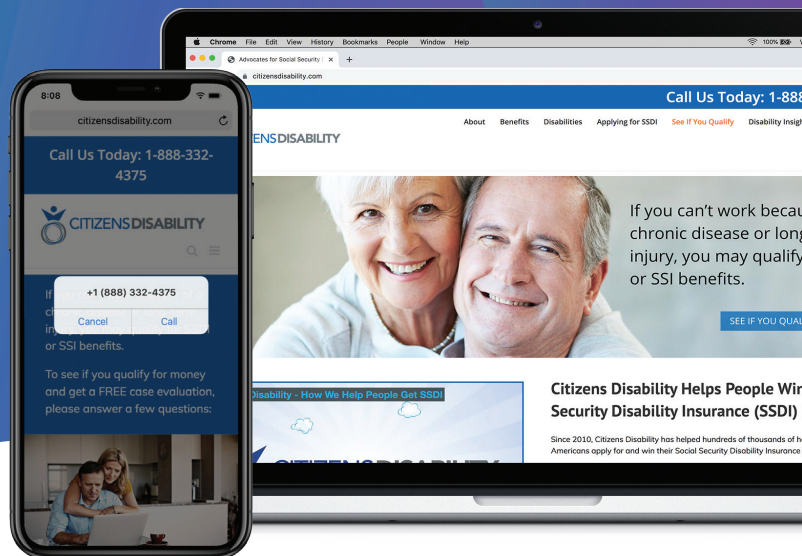


CASE STUDY

Citizens Disability Uses DialogTech to Dramatically Increase Return on Ad Spend



Citizens Disability is America's premier Social Security Disability advocate. Since 2010, they've helped hundreds of thousands of hard-working Americans apply for and win their Social Security Disability Insurance (SSDI) benefits.

To raise awareness for their services and generate leads, the Citizens Disability marketing team employs a wide range of online and offline strategies. "From search and digital ads to TV and radio campaigns to affiliate programs, we have a broad marketing mix," said Seth Cargiuolo, Vice President of Marketing at Citizens Disability. "But regardless of the channel, our most valuable conversions are inbound phone calls."

Calls from Consumers Are Their Most Important Marketing Conversions

Phone conversations are essential to Citizens Disability's business. The only way a lead can progress from MQL to SQL and ultimately to being a customer is through phone conversations with specialist representatives on the Citizens Disability intake team.

"Even if somebody fills out a web form, our representatives will still have to call and speak to them — and getting people on the phone is getting more and more difficult," said Cargiuolo. "People today see an unknown phone number calling and think twice about answering it. So, our marketing mix focuses on driving inbound traffic and getting prospects to call us, which makes attribution for those calls all the more important."



- Citizens Disability's marketing team is focused on getting prospects to call them to become customers.
- Citizens Disability uses DialogTech to track calls from all their online, offline, and affiliate marketing down to the ad, keyword, and webpage.
- DialogTech call data is passed into both Google Analytics and Salesforce so Citizens Disability can optimize their marketing for what drives the most customers.
- The marketing team A/B tests call experiences using DialogTech IVRs to convert more callers to customers.



"We especially love DialogTech's Google call extension attribution. That was another big reason why we chose DialogTech — no other call tracking provider can do what DialogTech does for call extensions."

— Seth Cargiuolo, Vice President of Marketing at Citizens Disability

To learn more about DialogTech, call **855.444.6461** or visit dialogtech.com to set up a personal demo.



DialogTech Provides Citizens Disability with Granular Attribution for Inbound Calls

To get complete, accurate attribution for every caller, Citizens Disability uses DialogTech. DialogTech's SourcelQ™ provides the marketing team with an easy way to track calls from all their online, offline, and affiliate marketing.

"Any marketer who runs campaigns to get customers to convert over the phone absolutely has to have a system like DialogTech," said Cargiuolo. "We need to know how our ad dollars and marketing efforts generate calls that convert to MQLs and SQLs, and that's what DialogTech does for us."

For all marketing-originated inbound calls to a Citizens Disability specialist, DialogTech's SourcelQ captures:

- Who the caller is
- Their location and device
- The specific marketing interaction (channel, campaign, ad variation, search keyword, etc.) that drove their call
- Pages on the Citizens Disability website the caller viewed, including the page they called from
- If the call came from a Google call extension and for what ad group and keyword

"Without DialogTech, it's silly to spend money on digital marketing, if you care about offline call conversions," said Cargiuolo. "DialogTech enables us to smartly do that. We especially love DialogTech's Google call extension attribution. That was another big reason why we chose DialogTech — no other call tracking provider can do what DialogTech does for call extensions."

DialogTech Integrates with Google Analytics and Salesforce for End-to-End, Closed-Loop Marketing Attribution

Citizens Disability passes DialogTech's call data into both their Google Analytics and Salesforce accounts, giving them a holistic view of their marketing performance. They can see what is driving the most online and call conversions that lead to MQLs, SQLs, and customers. Those insights provide Citizens Disability's marketing team with a blueprint for how to make smarter optimizations to increase MQLs, SQLs, and revenue.

"DialogTech's integration with Google Analytics is great," said Cargiuolo. "We use complex query strings in the links in our digital ads and organic posts on Facebook and Instagram, as well as native, display, and other digital channels. When a website visitor from one of those links calls us, DialogTech captures that data and passes it to both Google Analytics and Salesforce so we know the exact ad or social post they came from. Combining this data with lead value metrics in our CRM reports, we then know where to put our content, spend our time, and focus our ad dollars to get the best results."

The Marketing Team A/B Tests Call Experiences with DialogTech IVRs

Citizens Disability knows the experience they provide consumers is critical to their success, and that includes the experience when people call. It's why they have multiple teams, each aligned to a specific part of their business, to provide the best possible assistance to each caller.

It's also why the marketing team uses DialogTech's ExperienceHub™ to control how callers from each marketing source are routed, ensuring they are connected with the right type of agent to assist them. And they use ExperienceHub to build their own IVRs to qualify callers in different ways, testing strategies to see if changes in the IVR experience can improve outcomes.

"Most marketers do some form of A/B testing with their websites and emails, but we also use DialogTech to A/B test our IVRs," said Cargiuolo. "With DialogTech, we can quickly create and deploy a custom IVR for calls from a particular ad or audience segment to see if different questions or IVR content will improve conversion rates."

"I don't want to share specific numbers, but we've seen some impressive gains in marketing ROI thanks to the data on callers DialogTech provides," concluded Cargiuolo. "That includes significant gains in conversion rates at the MQL and SQL level, and a dramatic increase in return on ad spend. DialogTech is absolutely 100% integral to our operation as marketers."