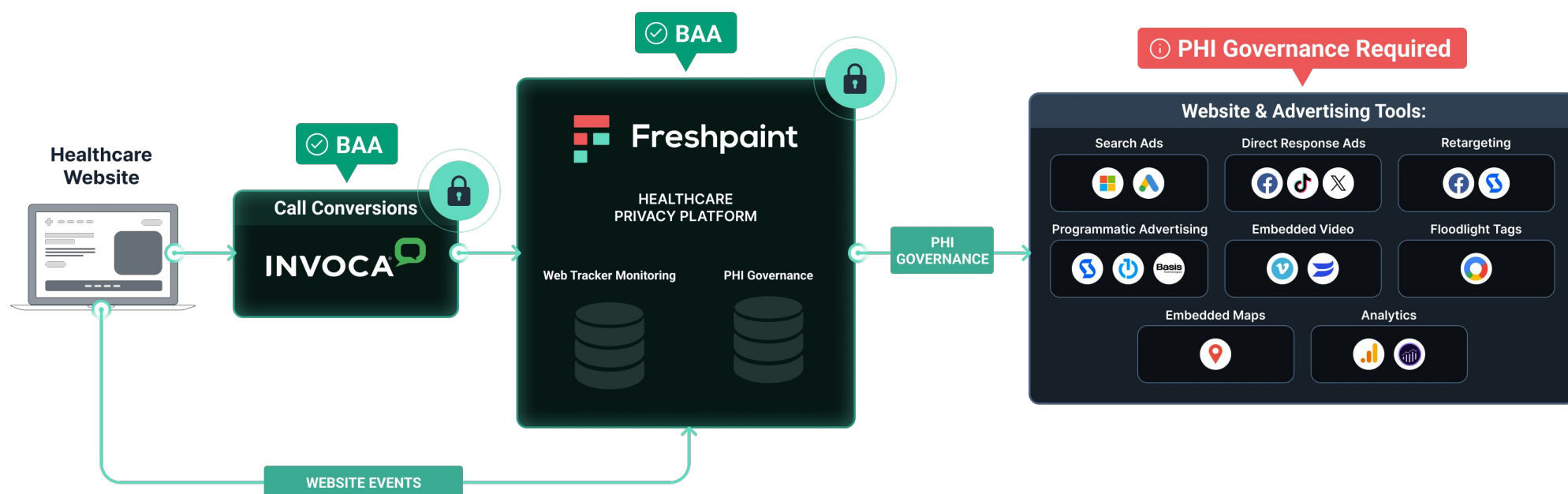INVOCA **+** Freshpaint

Leverage Call Conversions To Optimize Ad Campaigns While Simplifying PHI Governance

Freshpaint's Healthcare Privacy Platform integrates with call tracking software Invoca so you can deliver high-performance marketing results by connecting every call conversion and web event to advertising platforms without ever sharing PHI.

Track more conversions by connecting Invoca call conversion data to advertising platforms without sharing PHI.

33% of patients (GetAPP, 2021) prefer to schedule appointments with healthcare providers by phone. Freshpaint captures Invoca call conversion data and shares it with advertising platforms without ever sharing PHI. The result is high-performance ad campaigns and peace of mind.

Reduce costly engineering resources and enable your marketing team.

Freshpaint was built for healthcare marketers. Our visual interface allows non-engineers to configure which data is approved to share with each platform. Privacy first, high-performance marketing without expensive engineering costs.

Reduce privacy risks using Freshpaint to collect all website events and call conversions.

In addition to call conversions, Freshpaint's BAA-supported platform collects all the events from your healthcare website by replacing native web trackers. Not only can you optimize ad campaigns without sharing PHI, but Freshpaint helps mitigate privacy concerns for analytics, embedded video, and mapping tools.

Drive more leads.

Invoca's call tracking platform provides granular attribution down to the keyword to fully understand how your campaigns drive conversions over the phone. Freshpaint ensures all the conversion data needed to optimize your ad campaigns is captured and shared in a HIPAA-compliant way.

High Performance Marketing Meets HIPAA-Compliance

Learn More ↗