Invoca (Call Tracking)

Setup Guide

Easy | 15 minutes

Tandem Beam

Quick Facts

Click ID:	Phone number matching (no click ID)
Authentication:	Webhook Secret (auto-generated) + optional OAuth Token
Test Mode:	Webhook URL testing via curl
Events Supported:	phone_call, purchase (phone sales)

Prerequisites

- Active Invoca account with webhook support
- Invoca advertiser or network ID
- Invoca JS tag installed on your website

Setup Steps

1 Find Your Invoca Advertiser ID

Log in to Invoca > Navigate to Account Settings > Note your Advertiser or Network ID

2 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Invoca
4. Enter your Invoca Advertiser ID
5. A webhook secret will be auto-generated
6. Click Save Configuration
7. Copy the Webhook URL displayed after saving

3 Configure Webhook in Invoca

1. Go to Invoca > Network Settings > Webhooks
2. Select Post-Call Webhook
3. Paste the Webhook URL from Tandem Beam
4. Save the webhook configuration

4 (Optional) Enable Signal API

If you want to send conversion data back to Invoca:

1. Edit the Invoca platform configuration
2. Enable the Signal API toggle
3. Enter your Invoca OAuth token
4. Save Configuration

Configuration Fields Reference

Field Name	Format	Required
Invoca Advertiser ID	Numeric ID	**Required**
Webhook Secret	Auto-generated (64 char hex)	**Required**
Enable Signal API	Toggle (default: off)	Optional
OAuth Token	Invoca API token (if Signal API enabled)	Optional

> **Security Note:** Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.